

Pinball and World War 2

2nd
Edition

at



by
Terry Cumming

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Introduction

World War 2 took its toll on a lot of people. Truly a global conflict, the USA was not exempt, being indoctrinated on December 7, 1941 with the attack on Pearl Harbor.

The coin-op industry in the United States was also affected by the war, as manufacturers ceased the production of amusement machines in order to produce materials and objects relevant to the war effort. Instead of pinballs there were parachute harnesses and gun sights instead of gun games.

Just because no new pinball machines were being manufactured, it didn't mean that the folks back home stopped playing pinball. Instead it meant a strong demand for existing games. Of course people always want something new and in time earnings from these pre-war holdovers began to sag. Necessity being the mother of invention, a new kind of enterprise rapidly appeared: the war time conversions industry.

SEE *Bally's*
GREATEST HIT!
OUT WITHIN 2 WEEKS
AFTER WE LICK THE AXIS
BALLY MANUFACTURING COMPANY
2640 Belmont Avenue - Chicago, Illinois

Existing pin games were given makeovers by changing the backglass and giving the playfield a new paint job. Bumper caps featuring the enemy of the Far East were in vogue also. The game could then go out with a new name and

IT'S TIME FOR THE KNOCKOUT!



theme. In many cases, the theme was related to the war effort, with patriotic titles such as *Victory* or *Smack the Japs* being used.

In this presentation I attempt to give you some scattered insights into WW2 from the perspective of the pinball/coin-op industry.

Pictures and ads for some of the war time conversion games are provided, as documentation and details of these games is still a bit sketchy in the existing pinball history literature. Until Dick Bueschel gets around to writing *Pinball, volume x* on World War 2 pins, the information presented here can be used as a starting point.

I make no claims of being an expert on war time pinball. I wasn't born until after the war was over (1959 -

which makes me a tail-end baby boomer), and the source of much of the information shown here is from war time *Billboard* magazines. So please keep an open mind should you find horrible errors or omissions. The period under study is long over, but the documentation of it will go on for a long time.

Additional information and corrections are invited via email (see the "About ..." page for details). Send me photos of your WW2 game and I'll attempt to include it in a future edition. And if you have any old *Billboards* for sale...

Conversions

After the USA was dragged into the war, vital materials for the war effort such as steel, copper, etc. were required. Thus game production was shut down

even started to manufacture goods for the upcoming effort. In the second half of 1941, materials began to get scarce, so that conversion to war production was becoming more and more evident. The official date that production of machines ceased

was April 30, 1942.

and manufacturers such as Bally, Gottlieb, Genco, Exhibit, Keeney, Stoner, etc. converted their production lines to produce things like parachute equipment, machine gun parts, large antennas, etc. Several of these companies received "E" awards for excellence in their contributions to the war effort.

For Victory... Buy U.S. War Bonds and Stamps



Now flying over
the home of
Bally
games and venders

LION MANUFACTURING CORPORATION
2640 Belmont Avenue • Chicago, Illinois

Government order converted the manufacturing industry to war production in early 1942. A lot of firms in early 1941 began seeking war contracts and

playboard designs, new large size, two tone bumper caps, new instructions and score cards".

**ON THE VICTORY HIT PARADE
OF PIN GAME CONVERSIONS**

TAIL GUNNER for TEN SPOT
SKY RAIDER for BIG PARADE
ARMY & NAVY for KNOCK-OUT
G. I. JOE for JUNGLE

New Game Appearance at Low Cost. No Mechanical Changes Necessary. Nothing Else To Buy.

**RUSH YOUR ORDERS NOW
FOR IMMEDIATE DELIVERY**

VICTORY GAMES 2140-44 Southport Ave., Chicago 14, Ill.
America's pin game conversion headquarters

YOUR TOTAL COST IS ONLY
\$9.50
PER GAME

Cash With Order,
F.O.B. Chicago, Ill.

HERE IS WHAT YOU GET

A New 14 Color Score Glass.
New Playboard Designs.
New Large Size, Two-Tone
Bumper Caps.
New Instruction and Score Cards.

Other convertors did little more than simply come up with new

The Name to Remember

STONER



• Today, we at STONER have but one job . . . to keep production moving ever forward on the vital equipment we are making for our armed forces.

this). Smaller makers banded together forming cartels to compete.

With production of new games halted, the pinball conversion industry was spawned. Companies such as Victory Games sold conversion kits for \$9.50. Their ad explained that for that price you received "a new 14 color score glass, new

backlasses. There was no attempt to change anything on the playfield. At the other end of the spectrum, rebuilders like Sullivan-Nolan Advertising in their commercial missives explained their procedures and features:

- 1 All paint removed.
- 2 Backglass, playing field, cabinets and stands redesigned and refinished like new.
- 3 New style 23" x 23" backglass cabinet ... new backglass design to fit new cabinet.
- 4 Playing field panel redesigned and refinished in natural wood.
- 5 New games. All new moulding and moulding trim on playing field cabinet.

- 6 All visible parts sterling silver refinished with baked lacquer to protect finish.
- 7 All parts reconditioned, placed in mechanically perfect condition and thoroughly test before shipping.

United

United was formed in 1942 by partners Harry Williams and Lyn Durant. Their first conversions included *Midway*, which was converted from an Exhibit Supply *Zombie*. According to folklore, Harry and Lyn had a falling out over a girl, prompting a coin toss to see who would stay and who would go. Harry lost the toss and thus was the beginning of Williams Manufacturing! Just think that if the coin toss had gone the other way, you could be playing "United Electronics" games today.

United Conversions

Here you can see some of the game ads United had for their war time conversion games. Notice the similarity of the games! It was not uncommon for an original game to be converted more than once.

Pictured on this page is *Sun Valley*, which, along with *Midway*, appear to be the first conversion games produced by Durant and Williams, et al. in late 1942.

Games that get the play

STREAMLINER	Converted from STARS
GRAND CANYON	Converted from DOUBLE PLAY
SANTA FE	Converted from WEST WIND
BRAZIL	Converted from DO-RE-MI
ARIZONA	Converted from SUN BEAM
MIDWAY	Converted from ZOMBIE

SEE YOUR DISTRIBUTOR NOW OR WRITE DIRECT

United MANUFACTURING COMPANY
6123-25 N. WESTERN AVENUE CHICAGO



Lyn Durant, co-founder of United

LEADING REVAMPS

IDAHO converted from (ZOMBIE)
ARIZONA converted from (SUN BEAM)
GRAND CANYON converted from (DOUBLE PLAY)
SANTA FE converted from (WEST WIND)
BRAZIL converted from (DO RE MI)
STREAMLINER converted from (STARS)
OKLAHOMA converted from (LEADER)
WAGON WHEELS converted from (DUPLEX)

See Your Distributor or Write Direct . . .
Buy U. S. War Bonds!

UNITED MANUFACTURING CO.
6125 NORTH WESTERN AVENUE
CHICAGO 45, ILLINOIS



Going Stronger Than Ever— SUN VALLEY and MIDWAY

These two
PROFIT MAKING
games will
continue to be
revamped from
SUN BEAMS
and
ZOMBIES
for a long time
to come

SEND IN YOUR
ZOMBIES AND
SUN BEAMS TODAY

SEE
YOUR
DISTRIBUTOR
OR
WRITE
DIRECT

Just What Your Locations Need!

United MANUFACTURING COMPANY
6123 N. WESTERN AVENUE CHICAGO

Announcing
BRAZIL
CONVERTED FROM
(DO-RE-MI)

With Return Ball feature that creates last ball suspense to the Nth degree.
Location reports indicate that BRAZIL is out-earning all previous United conversions.

Also Revamping

- ★ **MIDWAY**
from (ZOMBIE)
- ★ **ARIZONA**
from (SUN BEAM)
- ★ **GRAND CANYON**
from (DOUBLE PLAY)
- ★ **SANTA FE**
(from WEST WIND)

IF YOU HAVE ANY OF THE ABOVE GAMES WHICH YOU DO NOT WANT CONVERTED, QUOTE US YOUR PRICES.

SEE YOUR DISTRIBUTOR NOW OR WRITE DIRECT

United MANUFACTURING COMPANY
6123-25 N. WESTERN AVENUE CHICAGO



GRAND CANYON
CONVERTED FROM
DOUBLE PLAY

★ ★ ★

WE ARE ALSO REVAMPING
STREAMLINER
from STARS

SANTA FE
from WEST WIND

ARIZONA
from SUN BEAM

MIDWAY
from ZOMBIE

BRAZIL
from DO-RE-MI

You'll Get and Hold the Play With Games Revamped the UNITED Way!

SEE YOUR DISTRIBUTOR NOW OR WRITE DIRECT

UNITED MANUFACTURING COMPANY
6123-25 N. WESTERN AVENUE, CHICAGO



OKLAHOMA

CONVERTED FROM
(LEADER)
UNITED'S LATEST REVAMP

•

WE ARE ALSO REVAMPING
STREAMLINER
From STARS

GRAND CANYON
From DOUBLE PLAY

SANTA FE
From WEST WIND

ARIZONA
From SUN BEAM

MIDWAY
From ZOMBIE

BRAZIL
From DO-RE-MI

You'll Get and Hold the Play With Games Revamped the UNITED Way!

SEE YOUR DISTRIBUTOR NOW OR WRITE DIRECT

UNITED MANUFACTURING COMPANY
6125 N. WESTERN AVE., CHICAGO 45, ILL.





Streamliner

CONVERTED FROM
STARS

★ ★ ★

Streamliner, United's latest conversion, is sweeping the nation. Send in your obsolete STARS today.

WE ARE ALSO REVAMPING
GRAND CANYON
from DOUBLE PLAY

SANTA FE
from WEST WIND

ARIZONA
from SUN BEAM

MIDWAY
from ZOMBIE

BRAZIL
from DO-RE-MI

You'll Get and
Hold the Play
With Games Revamped
the UNITED Way!

United SEE YOUR DISTRIBUTOR NOW OR WRITE DIRECT
MANUFACTURING COMPANY
6123-25 N. WESTERN AVENUE CHICAGO



TRADE WINDS

CONVERTED FROM

SKY BLAZER



Ask for Our New
FREE CATALOG
Illustrating Other
UNITED REVAMPS



SEE YOUR DISTRIBUTOR OR WRITE DIRECT

BUY U.S. WAR BONDS

UNITED

MANUFACTURING COMPANY
6125 N. WESTERN AVENUE
CHICAGO 45, ILLINOIS

Williams

Williams Manufacturing was formed in 1943 by Harry Williams (and not 1942 as advertised by Williams themselves back in 1990!). The first Williams employee was a man by the name of Lincoln Pettibone. The first

first pinball game was a strange up-right game called *Zingo*, a revamp of games called *Broadcast* and *Crossline*.

It was up-right and did not use steel ball bearings for balls so one could contest the point that it be classified as a pinball machine. However, it was constructed from pinball parts both internally and externally. So while it did not



game of any type created by Harry I believe was a fortune telling machine called *Select-A-Scope*. The second was probably *Periscope* (right). According to Dick Bueschel and others, Williams'

MOST SENSATIONAL

REVAMPED

SHOOTING GAME

EVER BUILT!

PERISCOPE

What a Battle Game!
What Player Appeal!

You're in the money when PERISCOPE is on your BOWLING ALLEY, ARCADE and all other locations. Top choice of leading operators because it has the ACTION that gets the PLAY!

Thrilling Submarine Illusion—High Score for Marksmanship Registers on Shot Dial—95 Shots—Bell Rings, Glass Flashes Red on Direct Hits—Colorful Glass Panel Reproduction of Submarine Interior—Periscope sights on moving Jap and Nazi Ship Targets—Third Dimensional View—Range Finder for aiming—Fire-Control Button, Adjustable. Shoots Bursts or Single Shots—SOUND EFFECTS—ONE PIECE UNIT—Guaranteed Mechanically Perfect! Size: 7 ft. high, 16" deep, 25" wide. Crated weight, 225 lbs.

Designed by Harry Williams

5c PLAY PRICE **\$395** IMMEDIATE DELIVERY

1/3 Dep., Bal. C. O. D. or Sight Draft

All Types Coin Machines Accepted in Trade

CIRCULAR ON REQUEST

Exclusive National Distributor

MONARCH COIN MACHINE CO.
1545 N. FAIRFIELD AVE. (PHONE ARMITAGE 1634) CHICAGO, ILL.

LIBERATOR

PRESENTS

MOST COLORFUL WHIRLWIND ACTION EVER OFFERED IN A SHOOTING GAME!

Amazing Features Make It a MUST FOR EVERY LOCATION!

★ HIGH SCORE — COMPETITIVE PLAY!

★ Exciting Sea-Air Battle Illusion on brilliant, flashing 11-color field of action!

★ Sound Effects—Bells, Gunshots!

★ Here's How Player Drops the Jap Right Into Hirohito's Lap—Spots enemy planes in 3d dimension thru moving ring sight, aims with range-finder knob, fires nose gun in bursts or single shots by pressing firing button! On direct hit Jap and horizon burst into flaming red!

Terrific "Play Again" Appeal Because It's

NOT TOO HARD NOT TOO EASY

One Piece Unit (Base Removable), 5c Play—Guaranteed Mechanically Perfect—Locked Cash Box—Smart, Handsome Cabinet.

Price **\$395** Dimensions: 7' High, 16" Deep, 25" Wide, Crated wt. approx. 225 lbs.

1/3 Deposit, Balance C. O. D. or Sight Draft.

IMMEDIATE DELIVERY!

REVAMPED BY WILLIAMS MFG. CO.

Exclusive Distributor

MONARCH COIN MACHINE CO.
1545 N. FAIRFIELD AVE. (PHONE ARMITAGE 1634) CHICAGO, ILL.

"Designed by Harry Williams" - a big selling feature in 1943.

"look" like a pinball, it certainly "smelled" and "felt" like a pinball.

The honor of the first traditional Williams pinball falls to *Flat Top* from February, 1945. The second conventional game was *Laura*, from late 1945. This was a conversion game also. The first non-conversion pinball from Williams was *Suspense* from 1946.

* * *

According to Russ Jensen, Harry Williams told him that the first game from the company was *Select-A-Scope*, a fortune telling machine. As you can see hilited in the *Periscope* ad, Harry was a big name designer even back in the early 40's. Also shown is another early Williams revamp, *Liberator* (left).

Williams First Three Games

As mentioned previously, the first 3 pinball games produced by Williams were all wartime conversions of other games.

5-BALL
FREE PLAY
REVAMP

**THE UNANIMOUS WINNER
IN CASHBOX COLLECTIONS**

ZINGO

UPRIGHT
DIFFERENT
APPEALING

REPUBLICANS AND DEMOCRATS

5-BALL
FREE PLAY
UPRIGHT
PIN GAME

VOTE FOR
ZINGO

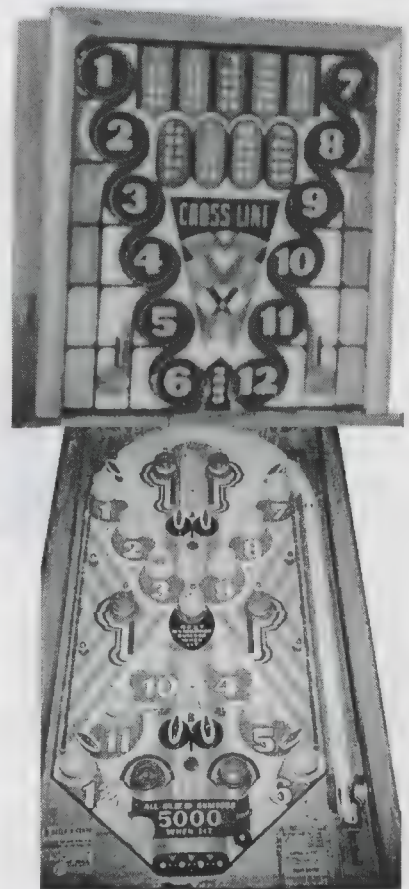
HI-SCORE
LITES OUT
BALL RETURN
SPECIAL FEATURES



The first of those was *Zingo* from November 1944, which was an odd game as you can see. Mainly because it is configured to be played upright but also because it didn't use regular steel balls.

One game *Zingo* was converted from was Bally's *Crossline*, pictured at right. There appears to be little resemblance in the playfield configurations between the two games.

Next up was *Flat Top* from February 1945, then *Laura* in November '45 (next page).



ZINGO

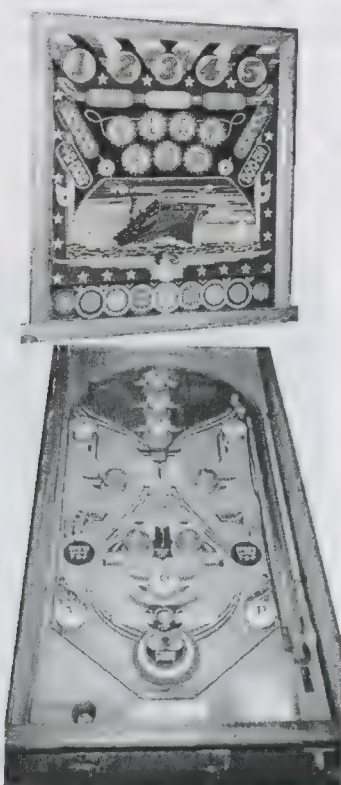
FIRST IN REVAMPS—
FIRST IN PLAY

**WHAT A DIFFERENCE
IT MAKES IN
ARCADE**

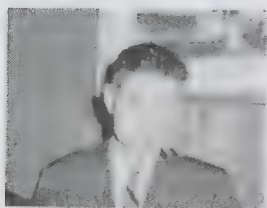
ACTION AND PROFITS!

**A TEST WILL
PROVE IT THE
BEST!**

ORDER DIRECT OR THROUGH
YOUR DISTRIBUTOR TODAY!



Flat Top from February 1945.



Lincoln Pettibone -
Williams' first employee.



Laura from November 1945.

P & S Machine

The P & S Machine company of Chicago was formed by two brothers who were ex-Genco production line employees. I'm not sure of their names although Steve Kordek told me the name could be "Peso". Their specialty was converting old Genco games and they appeared to be successful, based on the number of distributors selling them.

P & S continued converting games after the war, and even came out with at least one, and possibly two original models, *Shooting Stars* in November of 1946 (one of which is owned by collector Dave Marston), and *Tom Tom*, in October of 1947. *Tom Tom* was not a true pinball, described as being "pinball-like", since it had a pinball-style plunger, etc. However, October 1947 was not a good time to release pinball (or pinball-like) games if your company

interested in the origins of the game of pinball, etc.):

Artwise, Genco screwed up, but who was to know in that unenlightened age before the importance of aircraft identification? The one to seven attack planes are Northrop A-17A two-seaters, painted sort of semi-Army, but funny. The large transports are the civil Douglas DC-4 prototype, never sold to the military. But the biggest goofs are the fighters on the playfield, both French, based on drawings in early 1940 issues of Flying Aces, a popular magazine, with Dewoitine D.520 at top and the earlier D.510 at lower left, the latter in U.S. insignia.

MONEY MAKERS!

GAMES THAT ARE GOING OVER GREATER THAN EVER

<p>PARATROOPS Rebuilt from Powerhouse</p> <p>TORPEDO PATROL Rebuilt from Formation</p> <p>EAGLE SQUADRON Rebuilt from Big League</p>	<p>PRODUCTION Rebuilt from Blondie</p> <p>BOMBARDIER Rebuilt from Follies</p> <p>EAGLE SQUADRON Rebuilt from Big Town</p>
---	--

SHANGRILA
Rebuilt from Mr. Chips

OPERATORS . . . SEE THESE GAMES AT YOUR LOCAL DISTRIBUTOR OR WRITE FOR COMPLETE DETAILS.

P. & S. MACHINE CO. 3017-19 N. SHEFFIELD AVE.
CHICAGO, ILLINOIS

Their operation was about half a block from the Genco factory. Genco designer Harvey Heiss apparently moonlighted for P & S during the war, helping them with their conversions. Their work consisted of stripping the playfields and repainting them. New backglasses were created, with the artwork being composed by Roy Parker, who later went on to fame doing many famous Gottlieb glasses in the 50's. Harvey Heiss himself provided this information in his video interview with Rob Berk, shown at Expo '95.

If you examine the games they converted, all were Genco's from late 1939/1940 (and these brothers probably helped build most of them!). Overall, P & S converted at least 8 games, and produced at least 10 in total from 1943 to 1947. Of particular interest to myself personally is the fact that they converted Genco's 1940 *Formation* (a game I own) into a game called *Torpedo Patrol*.

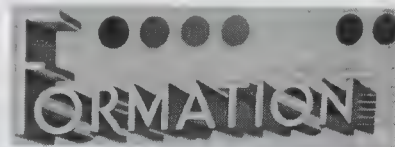
name wasn't Gottlieb. The flipper was only a scant couple of weeks away from being introduced to the masses on the breakthrough effort *Humpty Dumpty*.

I would speculate that P & S ceased pingame production after the flipper era came into being, as I saw nothing to indicate any games were produced after October of '47. If anyone has any knowledge of this company or its' products, I would love to hear about it.

Genco Formation

Formation was put out by Genco in July of 1940 prior to the USA entering the war. It was a popular game featuring an asymmetrical playfield, which was actually a bit revolutionary for that period. Dick Bueschel in his book *Pinball 1* names *Formation* as one the 100 most collectible machines. Bueschel explains in his book (which by the way is highly recommended if you are at all

Formation was converted into at least 4 different games, making it one of the most popular games targeted for conversion during the war. P & S Machine converted it into a game called *Torpedo Patrol* (anyone ever seen one or have a picture?) in April of 1943 (or possibly earlier). This same company also converted *Formation* into *Bombardier* just 4 months later (however,



P & S also created a game called *Bombardier* from *Follies*, so there appears to be at least a bit of confusion here). There is also evidence that *Formation* was converted into a game called *Dive Bomber* in 1943, although I don't know who did the conversion and it doesn't seem to be as prevalent in the ads. Finally, another mystery conversion, *Nite Club* was performed but when and by whom is unknown.

Then there are mystery games like *Sluggers* by Genco, which exists but



doesn't show up on any game list. The theme of this game is baseball. Two are known locally in the Toronto area, and the playfield is very similar to *Formation*. After a lot of digging I managed to find a couple of references to this

game. It appears to have been converted by Westerhaus into a game called *Invasion*. Part of the problem in finding information on this game is the fact that Gottlieb had a game called *Sluggo* out in the late 30's, and you couldn't al-

ways rely on operators and distributors on pluralizing their game names properly in the ads.

Back to *Formation*, another neat thing about it is the fact that Genco produced the game with two types of bumpers - both spring and plastic types. My *Formation* has spring bumpers. Below is a picture of a *Formation* playfield with the presumably newer plastic bumpers.



For the record, my *Formation* came from Bill Morrissey who purchased it from John Popadiuk who says



he got the game from Rochester, New York. I had to do a lot of wiring work to get the game semi-operational. A lot of the wiring was torched in a transformer fire at some point in its lifetime.



Conversion Ads

On the following pages you can see several conversion ads for games put out by various companies.

- Bell Products - Pin-Up Girl, Rockingham

- Roy McGinnis - Dust Whirls
- Marvel - Baseball, Yankee Doodle
- Victory Games - Smack the Japs
- Westerhaus - Victorious 1943, Victorious 1944

Bell Products -
Rockingham from
February 1944, converted
from Bally's 1939 models
Grand National, Pace
Maker and Grand Stand.

FAIRMONT TURF KING JOCKEY CLUB

ARE ALL GOOD GAMES
SO IS

ROCKINGHAM

Our new one ball payout,
similar in player appeal to

FAIRMONT

Now being converted from

GRAND STANDS
PACEMAKERS

and

GRAND NATIONALS

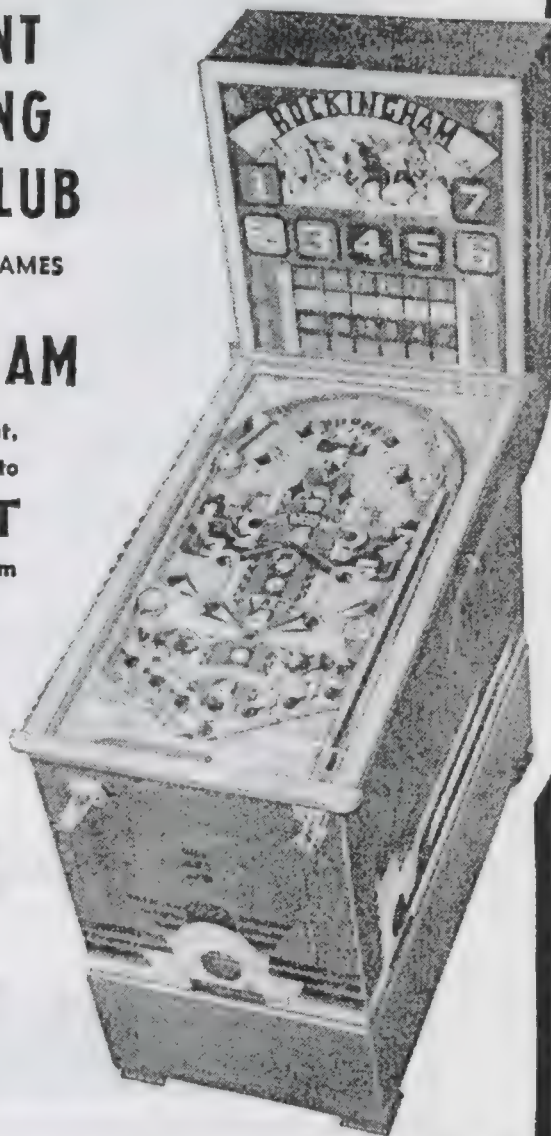
Also Converting

SPORT SPECIAL • SPORT EVENT
BLUE GRASS • DARK HORSE
To SPORTSMAN

Our new one ball free play,
similar in player appeal to

LONGACRE

See Your Distributor For
Prices and Delivery



BELL PRODUCTS CO.

2646 W. NORTH AVE.

CHICAGO, ILL.

Now Producing

PIN-UP GIRL

COLORFUL • SPECTACULAR

Our New 5 Ball Game

from

SILVER SKATES

**See Your Distributor Now For Prices
and Delivery**

Still Converting ROCKINGHAM

Our one-ball payout, similar
in player appeal to

FAIRMONT

Now Being Converted From

GRAND STANDS

PACE MAKERS

GRAND NATIONALS



Sport Special

Blue Grass

Sport Event

Dark Horse

TO SPORTSMAN

Our one-ball free play,
similar in player appeal to

LONGACRE



BELL PRODUCTS CO.

2646 W. NORTH AVE.

CHICAGO, ILL.

Bell Products - Pin-Up Girl. From January 1944, converted from Bally's Silver Skates (1941).

IT'S GOT EVERYTHING!!

Dust Whirls

LATEST ONE BALL FREE PLAY

CONVERTED FROM
BALLY'S CLUB TROPHY
. . . WITH ALL THE
FEATURES OF THORO-
BRED AND LONGACRE
PLUS A NEW HOLD-
OVER FEATURE . . .
IS MAKING MORE
MONEY THAN ANY
OTHER ONE BALL . . .
COLORFUL NEW CABI-
NET DESIGN . . . A
CREDIT TO YOUR OP-
ERATION . . . SHIP US
YOUR CLUB TROPHIES
. . . NO MACHINES
SOLD OUTRIGHT.



Still making

WHIRLAWAY

Operators of Blue Grass, Dark Horse, Sport Special,
Sport Event . . . Convert into this proven one ball
that goes big all over the country. No games sold
outright.

ROY MCGINNIS CO., 2011 Maryland Avenue, Baltimore, Maryland

Roy McGinnis - Dust Whirls. From May 1944, converted from Bally's Club Trophy (1941).

MARVEL'S BASEBALL

The most SENSATIONAL revamp of 1944. This game offers the utmost in player appeal—it has everything—including the latest style bumpers—rollovers—special pin, and BEST of ALL—a Knock-Out-Pocket. These are just a few of the many outstanding features which will add up to the GREATEST MONEY MAKER ever built.



PRICE

\$179.50

**RUSH YOUR
ORDER TODAY!**

**Distributors, Write for Special Deal
Territories Are Now Available**

National Factory Representative

EMPIRE COIN MACHINE EXCHANGE

2812 WEST NORTH AVENUE

CHICAGO 47, ILL.

MARVEL MFG. CO.

2124 MILWAUKEE AVE.

CHICAGO 47, ILL.

Marvel - Baseball. From September 1944 or earlier. Unknown which game this was converted from.



MARVEL'S *New* "YANKEE DOODLE"

Marvel does it again with this excitingly different revamp! Combined in YANKEE DOODLE are sensational features which create more fast ball suspense than has ever been put into the finest game made.

Incorporates Rollover Mystery Switches scoring 1000 to 5000, Spottem features, Light-out Bumpers, Return Ball and Knock-Out Pocket.

Take advantage of this opportunity. . . . YANKEE DOODLE is the greatest money-maker in the market today.

RUSH YOUR ORDER TODAY!

PRICE **\$249.⁵⁰**

**YANKEE DOODLE converted
from SPORT PARADE**

*See Your Distributor Today—
Or Write Us Direct.*

MARVEL MFG. CO.

2124 MILWAUKEE AVENUE
CHICAGO 47, ILLINOIS
Telephone: ARMitage 1240

Marvel - Yankee Doodle. From August 1945 or earlier. Converted from Chicago Coin's Sport Parade (1940).



SMACK THE JAPS

A VICTORY GAME
CONVERSION FOR
TEN SPOT

EMPLOYING A FASCINATING NEW
SCORING FEATURE THAT IS MAKING
A SENSATIONAL HIT FROM COAST
TO COAST.

Operators can make this change-
over right on location in less
than five minutes. No tools or
skilled labor required. No play-
ing time lost.

**Order Yours
Today and
Start
Collecting
Those Extra
Nickels
at Once**

Also shipping
Knock - Out the
Japs (Knockout),
Sink the Japs
(7-Up), Hit the
Japs (Gold Star)
and Slap the Japs
(Stratoliner).

HERE IS WHAT YOU GET

A newly designed, multi colored score glass with plenty
of eye appeal and action. New style over-size, two-tone
bumper caps with illuminated Jap faces in colors. Also
necessary instructions and score cards.

**\$9.50 EACH
SET**
Cash with order,
F.O.B. Chicago.

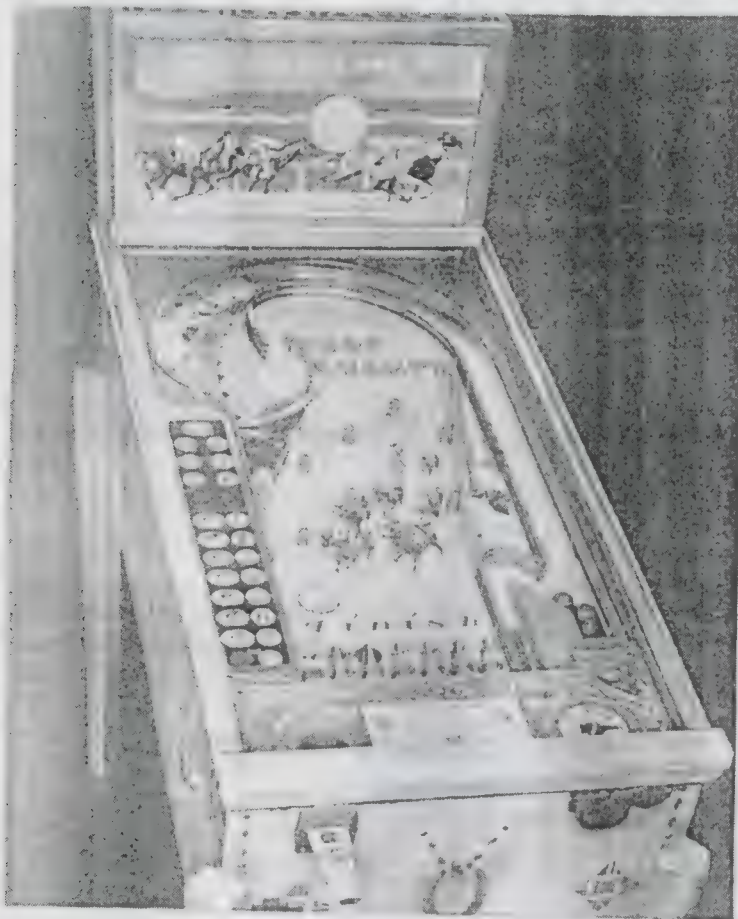
Manufactured by
VICTORY GAMES
2140-44 Southport Ave.
Chicago, Ill.
Telephone: DIVERsey 5680-5681

Eastern Distributor
**LEW LONDON
LEADER SALES COMPANY**
131-133 N. Fifth Street
Reading, Pa.
Telephone 4-3131—Nights 6077.

Victory Games - Smack the Japs. From June 1943, converted from Genco's Ten Spot (1941).

VICTORIOUS 1943 - Turf Champ

THE REVAMPED TURF CHAMP WITH FREE PLAY FEATURE!



7 CAN PLAY
AT ONE
TIME

ONE BALL ACTION

THE ORIGINAL STONER TURF CHAMP WAS A WINNER! SO IS THIS REVAMPED VERSION—"VICTORIOUS 1943"—WITH ITS NEW PLAY-EXCITING FEATURES. ACTUAL LOCATION TESTS HAVE PROVED IT THE MOST OUTSTANDING GAME AVAILABLE TO THE OPERATOR IN 1943.

CABINETS HAVE A BRAND-NEW APPEARANCE! . . . COMPLETELY REBUILT AND REPAINTED WITH A NEW PATRIOTIC DESIGN. MECHANISMS THOROUGHLY OVERHAULED, IMPROVED AND REBUILT—NO OPERATION WORRIES.

NOTICE THE LARGE, NEW ATTRACTIVE BACKBOARD!

VICTORIOUS 1943 IS ABSOLUTELY CHEAT-PROOF. ALL MACHINES ARE IN PERFECT OPERATING CONDITION.

PRICE ONLY
\$199.50
EA.

EVERY MACHINE GUARANTEED IN FIRST-CLASS CONDITION—READY TO PLACE ON LOCATION

Replacing the payout unit of the original Turf Champ with the free play unit gives you an opportunity to operate Victorious 1943 with the original players' fascination of the payout model Turf Champ. You can place it in your amusement game locations and increase your returns tremendously.

For those who are not familiar with the Turf Champ, a single player may choose any unit of selections from one to seven, or one to seven people may play at the same time. First you turn the dial to what selection you want, then insert 5c. If you want more selections you

go through the same procedure. When you are finished making selections you pull the button on the side, releasing all the balls at one time, which shows your odds from 2 to 40. The balls go up the board, then all start coming down at one time to a thrilling finish. The stall the ball goes in first is the winner. Every play is exciting, as there is a close finish every time. Put this game in a location and it will stay there for the duration.

Act now! Only a limited stock available—so don't delay. Send your order today! Place them in your choice locations and convince yourself that it is the biggest money maker of 1943.

WIRE, WRITE, PHONE YOUR ORDER—CASH OR 1/3 DEPOSIT, BALANCE C. O. D.
WESTERHAUS AMUSEMENT CO.

3726 KESSEN AVE.

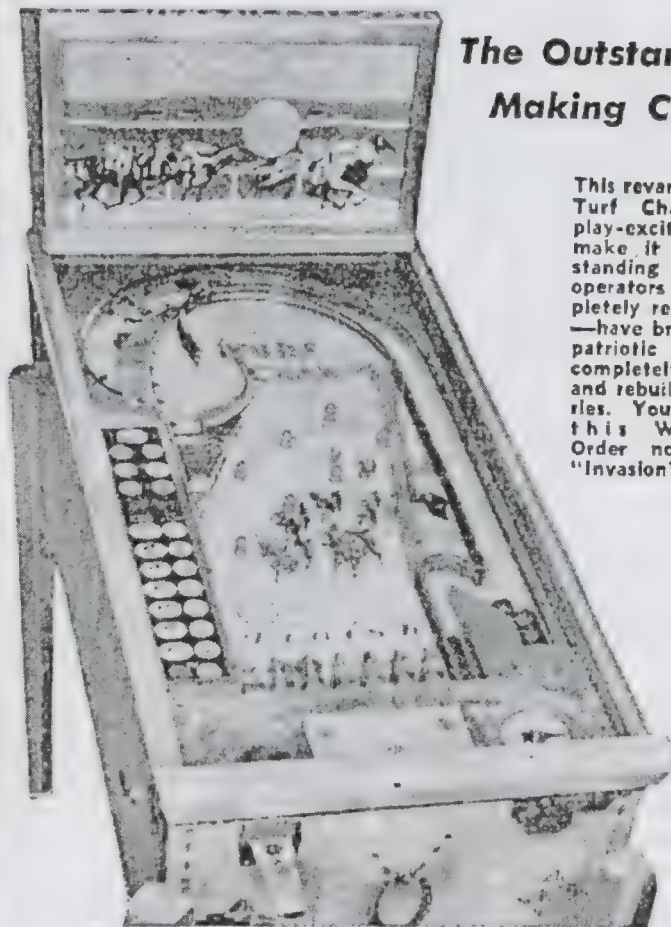
(Phones MONTana 5000, 5001, 5002)

CHEVIOT, OHIO

★ REJUVENATE YOUR LOCATIONS WITH "VICTORIOUS 1943" ★

Westerhaus - Victorious 1943. From May 1943, converted from Stoner's Turf Champs (1936). Not much change from the original as you can see.

VICTORIOUS 1944



The Outstanding Money-Making CONVERSION

This revamped version of Stoner's Turf Champ has many new, play-exciting features which make it a winner. Most outstanding game available for operators today. Cabinets completely remodeled and refinished—have brand new appearance in patriotic design. Mechanism completely overhauled, improved and rebuilt—no operational worries. You can't go wrong with this Westerhaus conversion. Order now. Also ask about "Invasion"!

See Your Nearest
Distributor or
**WRITE,
WIRE,
PHONE!**

WANT TO BUY — GENCO'S SEVEN UPS AND SLUGGERS
ALL YOU HAVE — WILL PAY \$40.00 EACH

WESTERHAUS AMUSEMENT CO.

3726 KESSEN AVENUE

CHEVIOT 11, OHIO

Phones MONTana 5000-1-2

Westerhaus - Victorious 1944. From February 1944. Apparently identical to Victorious 1943 except the "3" has been changed to a "4" for the year on the back glass. Easy work if you can get it!

Post War

When the war ended in August of 1945 with the atomic bombing of Nagasaki and Hiroshima, did the conversion of pre-war games end? The answer is no. Let's examine that microcosmic period of the days immediately following the end of the war in August of '45.

Backing up a bit, the government set up an entity in 1943 to maintain stability in industry back home by imposing pricing controls and restrictions. This extension was called the Office of Price Administration (OPA), and general pricing restrictions went into effect on October 1, 1943 via order MPR429 for many industries, including the coin-op industry.

The coin-op leaders had argued that amusement machines and the like were not central to the economy and hence not inflationary, and therefore should not be price-controlled. However, in order to avoid the perception of favoritism, they too were included under the price control umbrella.

Fast forward to August 15, 1945. Nagasaki is still smoldering in ruins but the American industrial machine has already kicked into second gear, revving up for a return to full production of peace-time goods. Orders OPA-5824 and later OPA-5826 are released, lifting many of the pricing controls off of industrially-produced goods, including essentially all segments of the coin machine industry.

That revocation of control came as a large relief to the manufacturers, as it wasn't so much the prices that were hindering them so much as the red tape in dealing with a bureaucratic agency to set the prices! It was rumoured that one Chicago manufacturer spent an enormous amount of time dealing with the

OPA to set up the pricing for a new machine planned post-war, only to have the entire process rendered superfluous by the restriction lift.

Until that point manufacturers had been required to provide detailed data and calculations in order to substantiate pricing claims. As an analogy, imagine being told by the government that you no longer had to file a tax return, but just had to pay a fixed amount. For most, the joy of skipping the massive amounts of paperwork and calculations would be great. And that feeling was most assuredly what industrial America must have felt in August of 1945.

Aside from the OPA issues, perhaps the larger issue was simply that of being reinstated as manufacturers of coin operated amusement devices as opposed to being producers of parachute harnesses, tools and dies or radio antennae.

The coin-op companies had been thinking in terms of a return to peacetime practices sometime in early 1946. But they were caught off guard as the American government quickly cancelled war contracts a scant few days after Japan's surrender.

Pinball and amusement game producers were particularly vulnerable. Not only were they perhaps not fully prepared to be released from their war time contract work, but they faced severe shortages of some critical raw materials. Lumber supplies were in exceedingly short supply, as was the supply of tin. On the other hand, supplies of steel, copper and plastics were at reasonable levels.

Iron castings at this juncture were almost impossible to get, selling for two to five times their pre-war prices. These castings were critical to the creation of games, and the manufacturing consumers were screaming bloody murder.

Given these various, dynamically changing conditions, it was hard for manufacturers to instantly churn out new games and devices. Juke box manufacturers and vending machine makers were somewhat well positioned to generate some new product, while amusement game manufacturers were harder hit. Subsequently, the best pinball makers could hope for was to get some new games out 6 to 8 weeks after the August war end, and in limited quantities at that. This correlates well with actual November introductions by, amongst others, Gottlieb, who released their post-war version of *Stage Door Canteen*, and Williams, who created *Laura*.

Game Photos

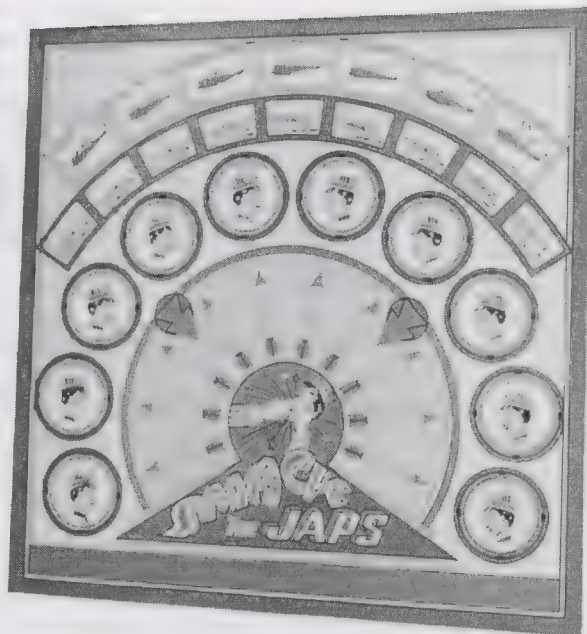
The focus of many of the wartime game conversions was the backglass. Pick a patriotic war-related theme and name, screen a glass and swap it into an existing game and presto!, you have a "new" game. Never mind that the name and theme screened on the playfield doesn't match - the point is you have a game with relevant artwork. The backglass provides the sizzle and sex for the game, and as everyone knows, sex sells.

So on the following pages we will look at samples of some of these rare and exotic beauties. Playfields are also illustrated although the focus is the backglass. Some of the first post-war

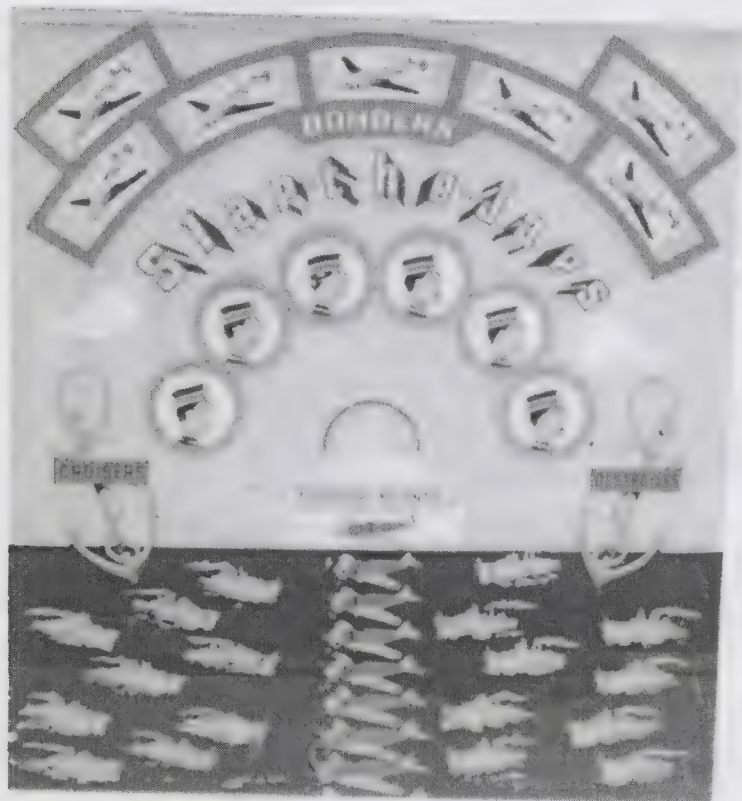
games are also featured.

Victory Games

To start off with, we begin with the games that to me have the most outrageous names ever used on pinball games. Certainly the most offensive anyway! But there *was* a war going on, so in hindsight we can forgive Victory Products for their up front in-your-face patriotism.



Smack the Japs from June 1943, converted from Genco's 1941 Ten Spot.



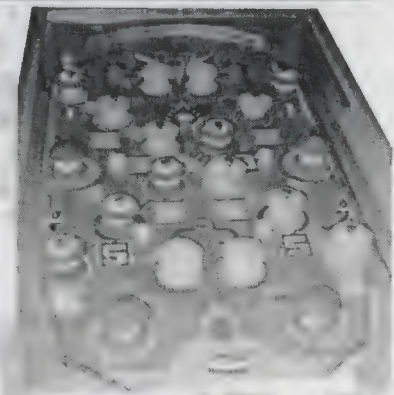
Slap the Japs from April 1943, converted from Chicago Coin's 1940 Stratoliner.

Of course I'm referring to the what-can-we-do-to-the-Japs series. Hit them, smack them, slap them, sink them and of course, knock them out. My apologies to anyone of Japanese descent reading this who may be offended. However, that is the way it was.

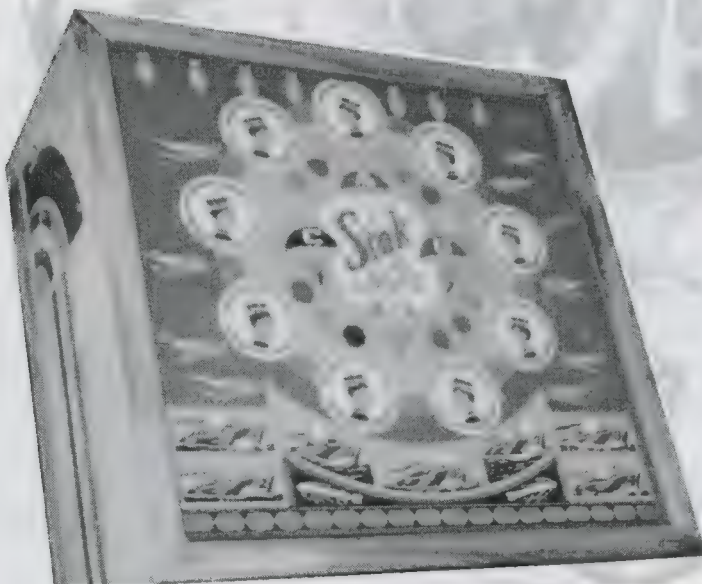
As a comment on the mind set of the period (based on conversion game names), it would appear that the American anger was focused on the Far East rather than Hitler and Nazi Germany. Aside from *Bomb the Axis Rats*, there don't appear to be any other outrageous anti-Nazi themed pinballs. Not true of all amusements of course, but Hitler was somehow spared the wrath of the silver ball community when it came to naming games.



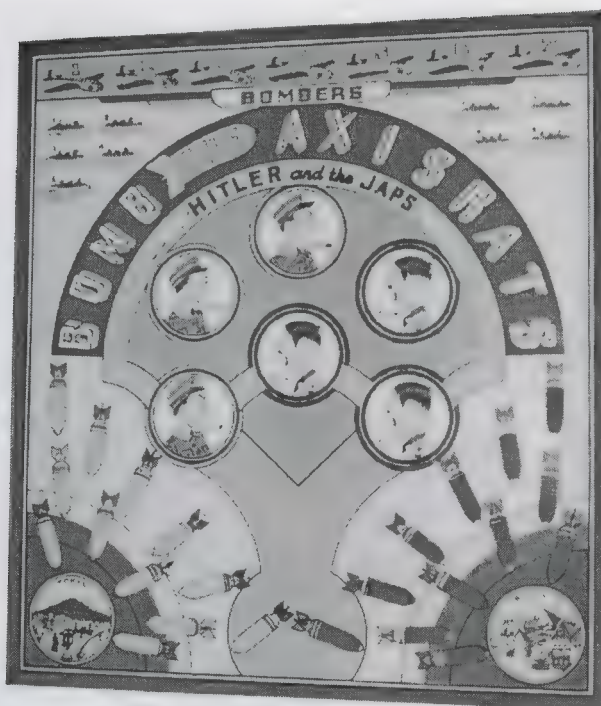
Knock Out the Japs from January 1943, converted from Exhibit's 1941 Knockout.



Hit the Japs from September 1943, converted from Gottlieb's 1940 Gold Star.

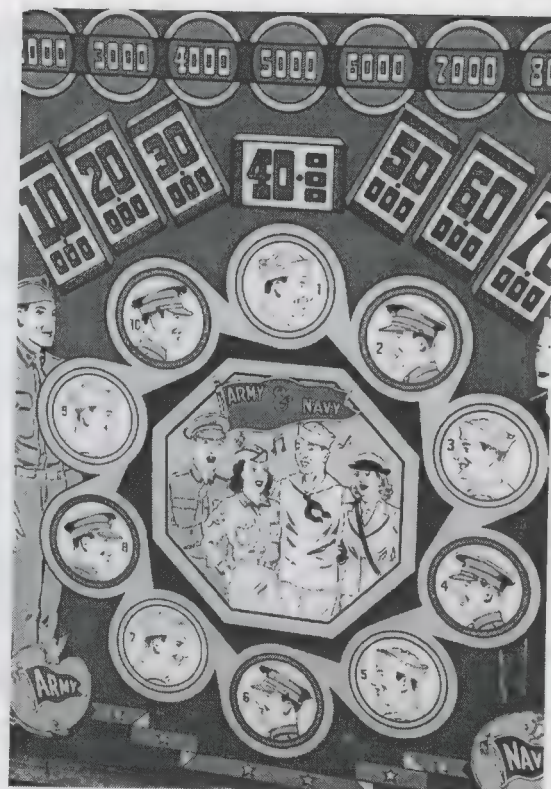
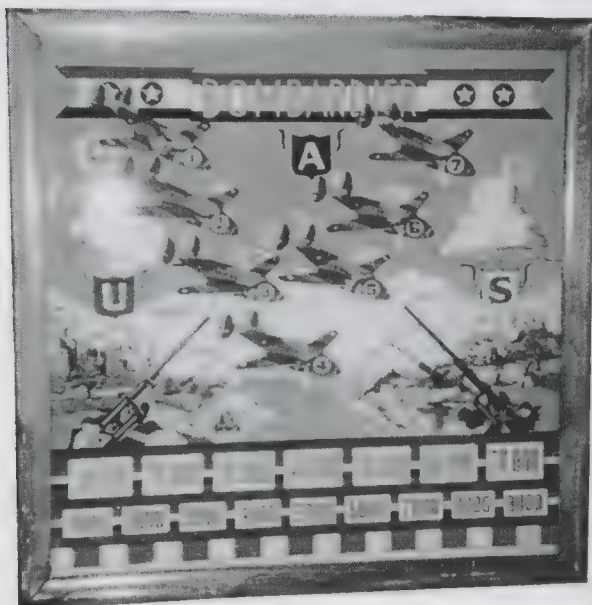


Hit them, smack them, slap them, sink them and of course, knock them out.



Bomb the Axis Rats from September 1943, converted from Chicago Coin's 1941 Star Attraction.

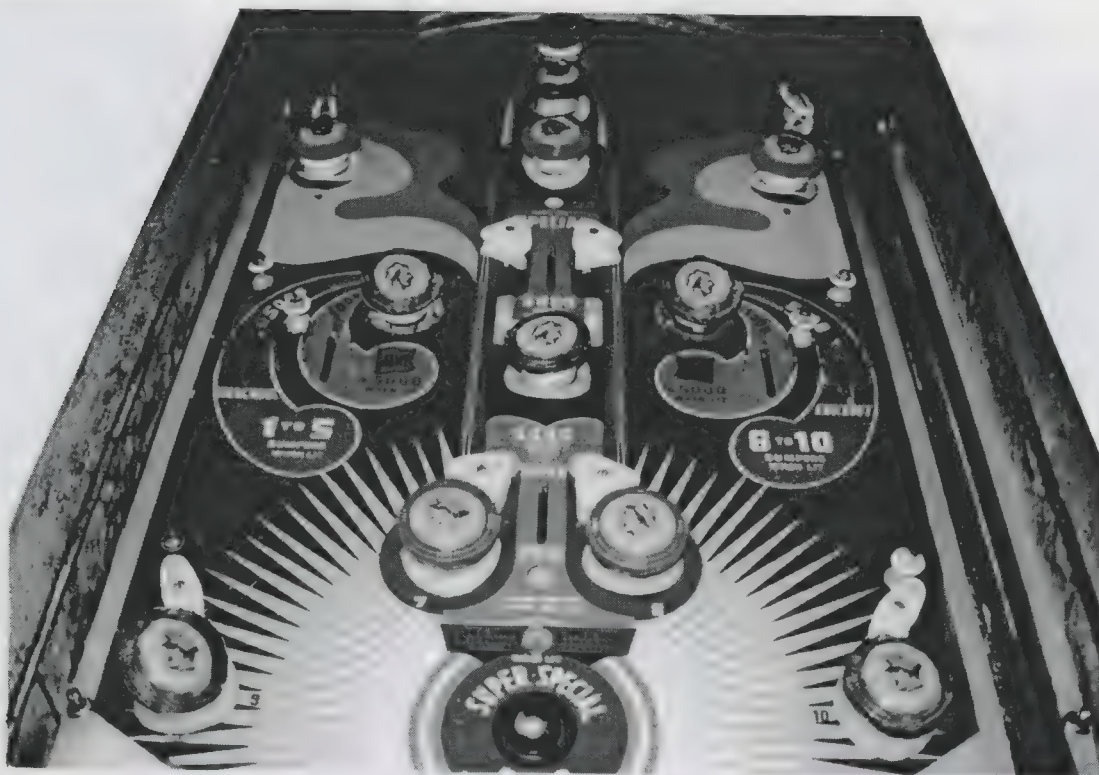
Two examples of Bombardier from March 1944, converted from Genco's 1941 Victory. Check out the bottom of both glasses however! On the left are scores from 10,000 - 70,000 and 1,000 - 9,000. Chuck Martin's glass on the right features artillery units No. 1 -9 on top, and tank numbers one - nine on bottom. How to explain the differences? Was one a



Army and Navy from November 1944, converted from Exhibit's 1941 Knockout.

prototype for the other, or are they from two separate (but very similar) conversions?

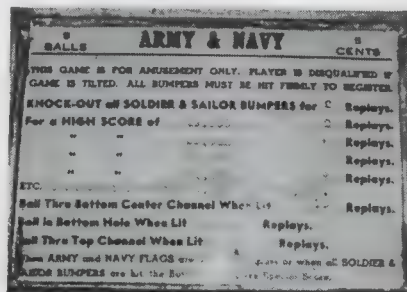




Army and Navy playfield.

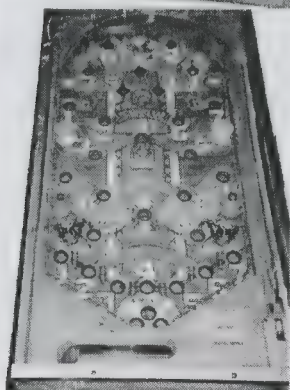


Army and Navy profile.



Army and Navy instruction card.
Valuable information indeed!

Bell Products

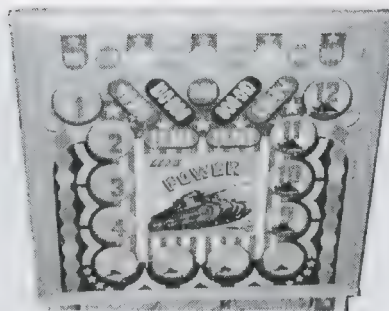


Arlington, from February 1944, converted from Bally's Fairmont from early 1942. See the Game List chapter for more details about this mystery game.

Exhibit Supply



Air Circus from February 1942. One of the last original pre-war games, but with a war theme.

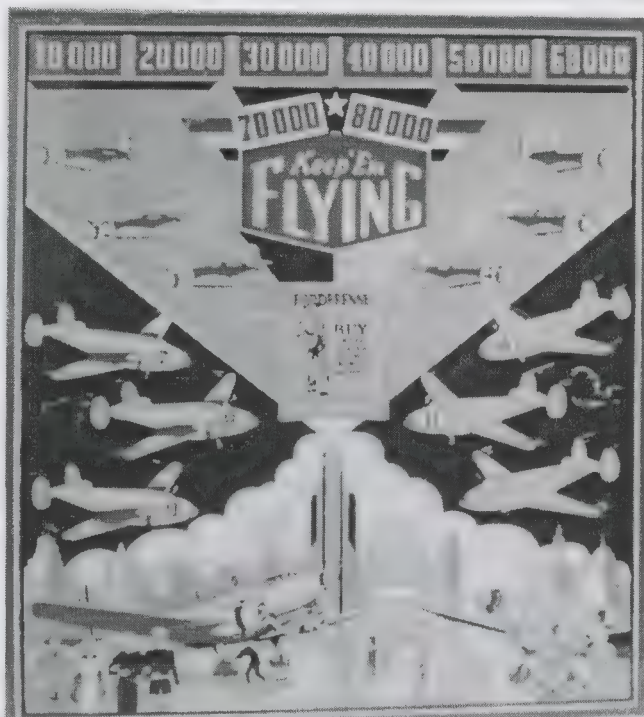


Live Power from sometime in 1942. Not believed to be a conversion, which would peg it in the first four months of '42. Another interesting war-themed game.

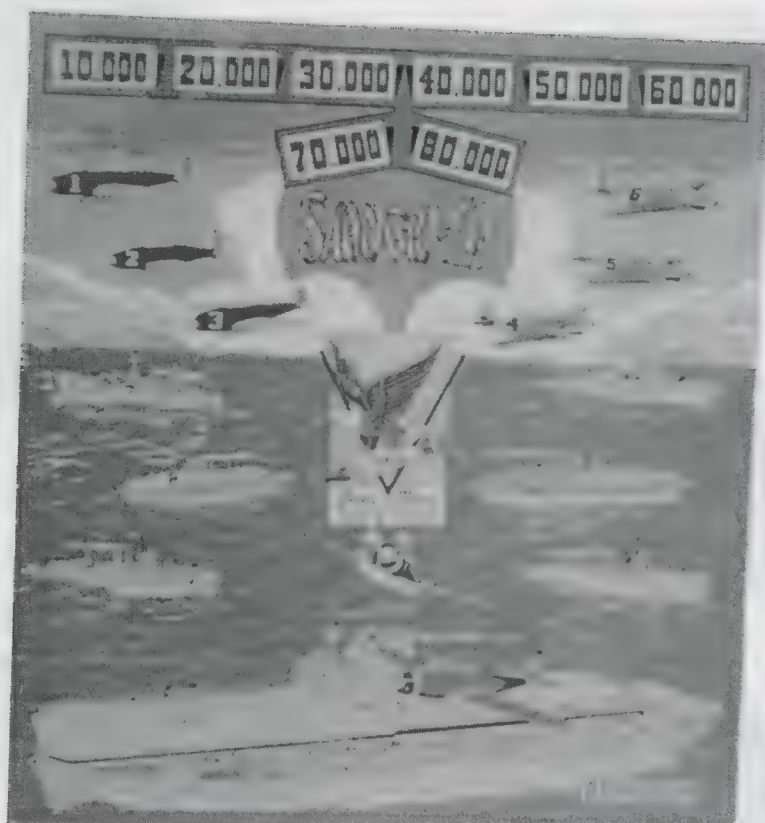


Keep 'Em Flying playfield. I've been unable to match this playfield to any other Gottlieb playfield thus far (for the theory that this was a conversion game). The layout is similar to December 1941's Five and Ten however.

Gottlieb

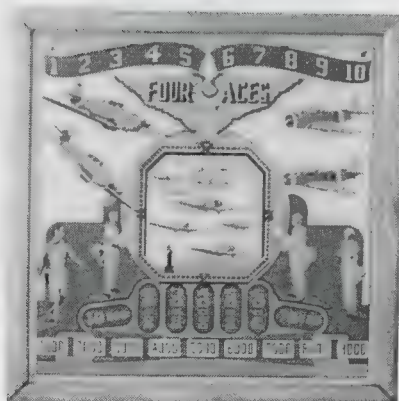


Keep 'Em Flying from 1942 or early 1943. A mystery game in that it may have been a conversion, although Gottlieb was not supposed to have done any WW2 conversions. See the Game List chapter for more details.



Shangri-La from June 1943. Another Gottlieb game with a wartime date at a time when Gottlieb was not supposed to be producing games ...

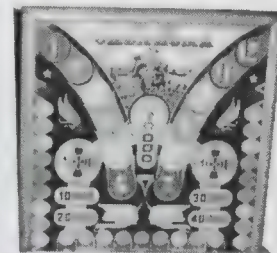
Genco



Four Aces from May 1942. The last game from Genco prior to shutting down production for the duration. A beautiful backglass.

United

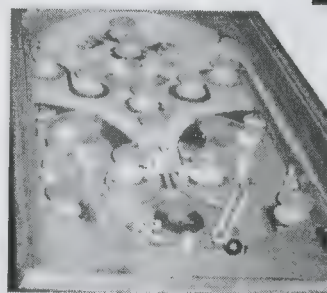
The United conversions were all fairly similar. All were based on original late pre-war Exhibit Supply models, which surprisingly enough, was where United principals Lyn Durant and Harry Williams came from prior to founding the new company. Examine the backglasses here and note the variety of art. Then look at the corresponding playfields and notice the commonality!



Above we have the varied backglasses for Arizona (February 1943), Brazil (August 1943), Oklahoma (September 1944) and South Seas (November 1945).



Sante Fe from September 1943.

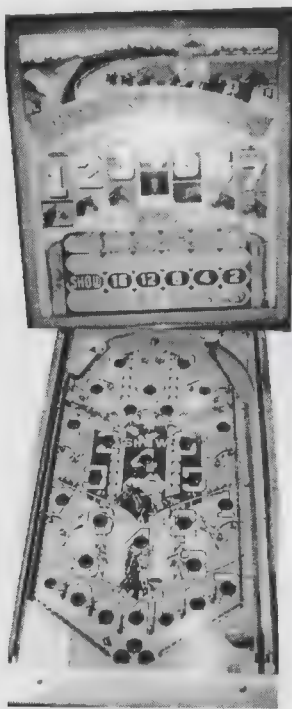


Here we see the United playfields as being almost exact duplicates of one another in terms of both layout and artwork. From bottom left we have Arizona, Brazil, Oklahoma and South Seas.



Post War Games

The war ended and the new games began to flow finally. Here we see some of those first efforts, three of which were new original games. Late 1945 games were rare, with production ramping back up in 1946 as the war heroes returned home, government contracts terminated and factories re-tooled once again for amusement game production.



Bally Victory Special, released August 11, 1945, and technically their first post-war game. This game was project #457. Curiously, project #456, Victory Derby, wasn't released until May of 1946, despite appearing to be identical to Victory Special.

Gottlieb's Stage Door Canteen from November 1945, their first post-war game, although apparently still a conversion of another Gottlieb, perhaps Liberty. A game of this name was also put out in November 1943 or before, but little is known of it. The Game List chapter explores this story more fully.



Williams Suspense from February 1946 - Harry Williams' first post-war effort and the first non-conversion Williams pinball machine ever.



Exhibit's Big Hit from February 1946, their first post-war game and not a conversion.

Late 1945 games were rare, with production ramping back up in 1946 ...



Patriotic Ads



Every issue of *Billboard* during WW2 was filled with advertisements and messages from most major coin-op manufacturers containing patriotic slogans and messages of encouragement. In my opinion the best ad, seen in every issue was the one by D. Gottlieb and Co.: *There is no substitute for Quality. Quality products will last for the duration.* That's all it said. Very understated and very Gottlieb. Gives you a comfy warm fuzzy feeling about Gottlieb products.

In early 1943, a Gottlieb release said that 95 per cent of the company's production was war related, and that 23 of their employees were serving in the armed forces.

According to Gottlieb game designer Wayne Neyens, most Gottlieb

employees who served were from the floor and not the front office. Several of the foremen served, including one chap who was shot down and killed in



the skies over Europe whilst on his first (and only) parachuting mission. The factory employees back home were shocked when they heard the news.

* * *

On these pages you'll find a sampling of wartime patriotic ads from coin-

op manufacturers of all types, not just pinball.


Represented here are ads from the following manufacturers:

- Bally
- Chicago Coin
- Exhibit Supply
- Gottlieb
- Groetchen
- Jennings
- Mutoscope
- Seeburg
- Stoner
- Wurlitzer

Bally

Bally was the most prominent of the pinball manufacturers in maintaining a patriotic presence in print. Every edition of *Billboard* seemed to have a large Bally ad on the last inside page, as witnessed on the following pages.

If you read enough of these ads, it appears that the most patriotic folks in America were probably the Bally marketing types who wrote the text for them.



You can bank
on *Bally*
production*

UNCLE SAM has a new version of the famous Bally slogan. Uncle Sam knows he can bank on Bally production . . . and on all the far fronts of the world Uncle Sam's soldiers and sailors are banking on Bally for vital war products. Day and night the Bally organization is working and bond-buying to speed the day of victory . . . when operators may say again: "You can bank on a Bally Game!"

★ Five major war products and numerous other war products manufactured by Lion Manufacturing Corporation, parent organization of BALLY MANUFACTURING COMPANY, CHICAGO.

"E" AWARD ROLL
OF COIN-MACHINE INDUSTRY

Stoner Manufacturing Company
Walling Manufacturing Company
J. P. Seeburg Corporation
Packard Manufacturing Company
The Rudolph Wurlitzer Company
*Lion Manufacturing Corporation**

*MANUFACTURERS OF FAMOUS
BALLY GAMES AND VENDERS

American fighters, men of the free, fun-loving breed for whom "Bally" games were built, are now blasting the enemy out of the sea and the sky with the aid of war products built by the men and women of the "Bally" plant, men and women, who, when victory is won, will return to the happy task of building "Bally" games for free, fun-loving America...[world's longest sentence continues for a few more paragraphs].

Ballyhoo to bullets! Those three words tell the story of Bally - and all American industry.



"Bally" engineers and workers are proving daily that their skill - developed in peace-time production of coin-operated games and vendors - is a valuable asset to America in time of war. And "Bally's" performance in war production is a forecast of "Bally's" performance in the victorious future. Lion Manufacturing Corporation, Chicago, manufacturers of "Bally" games and vendors.

FIGHT BY HIS SIDE!



**BUY EXTRA WAR BONDS
DURING 5TH WAR LOAN
JUNE 12 TO JULY 8**



LION MANUFACTURING CORPORATION, 3640 BELMONT AVENUE, CHICAGO 18, ILLINOIS
HOME  THE FAMOUS *Bally* GAMES AND VENDERS

*Distributed by Bally Manufacturing Company

Help keep his mess-kit full



**FOOD FIGHTS for FREEDOM
DON'T WASTE IT
BACK THE ATTACK...BUY U. S. WAR BONDS**

LION MANUFACTURING CORPORATION, 3640 BELMONT AVENUE, CHICAGO 18, ILLINOIS
HOME  THE FAMOUS *Bally* GAMES AND VENDERS

*Distributed by Bally Manufacturing Company

The theme is simple - buy bonds!

"Bally" PLANT WINS
"E" FLAG *Star!*

Several ads essentially repeated the "E" Flag Star epithet, with progress reports on further Army-Navy production awards.

MAIL CALL!



**IS THERE A LETTER FOR YOUR SOLDIER?
WRITE OFTEN • USE V-MAIL**

BACK THE ATTACK...BUY U. S. WAR BONDS

LION MANUFACTURING CORPORATION, 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

HOME  **FAMOUS Bally GAMES AND VENDERS**

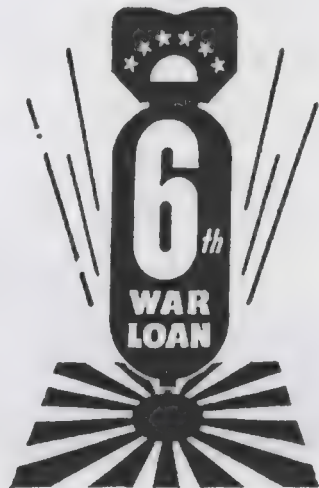
*Distributed by Bally Manufacturing Company

Notice how this ad encourages the folks back home to use "V-Mail", with a slightly different meaning than is used today. V for victory rather than V for voice!

Yet another ad encouraging the state-side backers to ante up in order to keep the war machine well-oiled.

BUY EXTRA BONDS


during the



6th WAR LOAN

KEEP YOUR BONDS FOR FUTURE SECURITY

LION MANUFACTURING CORPORATION, 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

HOME  **FAMOUS Bally GAMES AND VENDERS**

*Distributed by Bally Manufacturing Company

**Bally Plant Wins
Third "E" Award**

Again the Army and Navy honors the "Bally" organization by adding a second star to the Army-Navy "E" Flag flying above the home of "Bally" games and venders—proof that the technical skill developed in peace-time production of coin-operated equipment is a valuable asset to America in time of war.

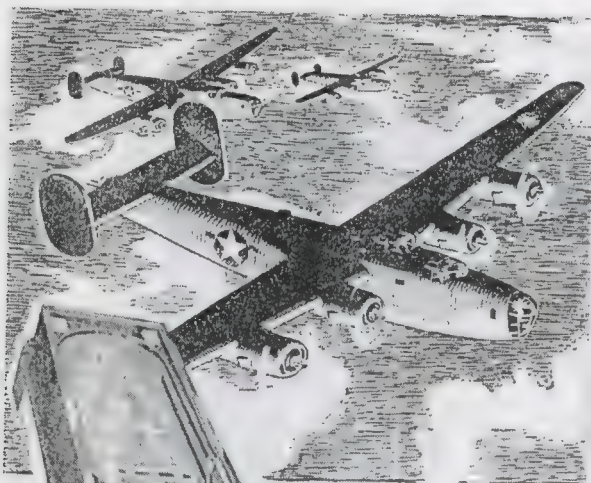
FOR VICTORY...BUY U. S. WAR BONDS

LION MANUFACTURING CORPORATION 2841 RIVINGTON AVENUE CHICAGO 19 ILLINOIS

HOME OF THE FAMOUS *Bally* GAMES AND VENDERS

*Distributed by Bally Manufacturing Company

... the technical skill developed in peace-time production of coin-operated equipment is a valuable asset to America in time of war.



AIRWAY, introduced by Bally at the 1933 Coin Machine Show, enjoyed a record-smashing international success as the forerunner of Bally's famous **ROCKET** automatic-award game.

Bally BUILT "AIRWAY" IN '33
AND BUILDS AIRCRAFT EQUIPMENT IN '43

Ballyhoo to bullets! Those three words tell the story of Bally - and all American industry.

Today Bally ...
is building
a i r c r a f t
e q u i p m e n t ...
w h i c h
c o n t r i b u t e s t o
t h e d e a d l y
e f f i c i e n c y o f
A m e r i c a n
b a t t l e -
p l a n e s ...

Bally
DID A JOB IN
'32

Bally IS DOING A JOB
FOR THE ARMY AND NAVY IN '43

BALLY GALLERY OF FAMOUS AMERICAN GAMES: FOURTH OF A SERIES



a salute
to American fighters of the air
from the builders of Airway

Today the "Bally" organization—which ten years ago created and built the famous Airway amusement game—is building aircraft equipment for America's fighting flyers . . . equipment which contributes to the deadly efficiency of American battle-planes and speeds the day of victory.

The men and women of the "Bally" plant salute America's flying fighters and pledge ever-increasing production of aircraft equipment and other war materiel.

BUY U. S. WAR BONDS!

LION MANUFACTURING CORPORATION, 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

HOME OF THE FAMOUS *Bally* GAMES AND VENDERS

Today the "Bally" organization - which 10 years ago created and built the famous Airway amusement game - is building aircraft equipment for America's fighting flyers . . . equipment which contributes to the deadly efficiency of American battle-planes and speeds the day of victory.

Chicago Coin

Chicago Coin didn't run that many ads, but when they did, they always seemed to be patriotic.

The ads had no set pattern as the Bally ones did, although they constantly teased with statements like: *When the story can be told... you'll be amazed to learn that we produced one of the most delicate vital war items.* What did they make???

UNTIL OUR COUNTRY
IS VICTORIOUS
THE ENTIRE
CHICAGO COIN
ORGANIZATION IS
WORKING 100% FOR
THE WAR EFFORT



Make Your
GRUBSTAKE Now!

Every dollar you put into War Bonds now makes it possible to bring your business up-to-date when victory is won. You lend your money to the government when it needs it today... and the government will have the money available for you later when you will need it. Buy all the War Bonds you can!

FOR THE DURATION A 100% WAR PLANT!

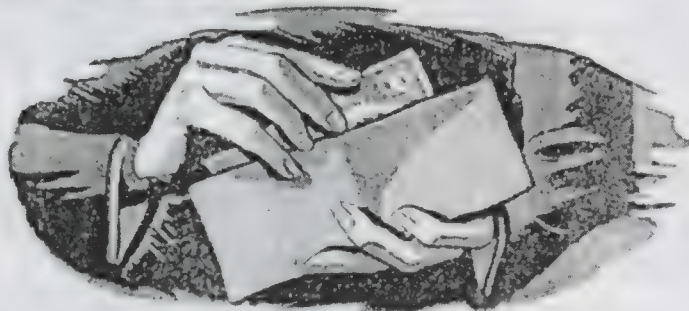
CHICAGO COIN

Machine Company

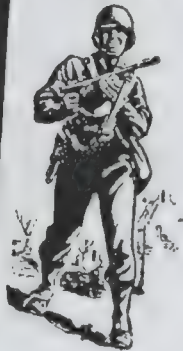
1725 WEST DIVERSEY BOULEVARD • CHICAGO

When the Story can be Told... The important part Chicago Coin played in producing one of the most secret, vital war mechanisms will be a thrilling chapter in coin machine history.

...The important part Chicago Coin played in producing one of the most secret, vital war mechanisms will be a thrilling chapter in coin machine history.



HOW MANY LIVES WILL YOU BUY TODAY, BROTHER?



The lives of our sons and brothers are in our hands.
To make our men the best equipped costs money.
Better implements of war minimizes the danger to
their lives. How much will you invest today to save
how many men? Buy War Bonds . . NOW . . more
than 10% . . Much more!

WHEN THE STORY CAN BE TOLD

You'll be proud to know that Chicago Coin produced
one of the most vital, precision instruments of the war.

CHICAGO COIN

Machine Company

1725 WEST DIVERSEY BOULEVARD • CHICAGO

FOR THE DURATION A 100% WAR PLANT!



**IS ONLY PART OF OUR JOB...
AND YOURS!**

Sure we at Chicago Coin are devoting our efforts 100% to producing vital war mechanisms—but we consider that only part of our war effort. We're all buying all the war bonds we can. Our government needs every penny everyone can spare. A war job isn't enough—we must lend our money too!

WHEN THE STORY CAN BE TOLD...
you'll be amazed to learn that we produced one of the most delicate vital war items.

FOR THE DURATION—A 100% WAR PLANT
CHICAGO COIN
Machine Company
1725 WEST SEVENTH AVENUE • CHICAGO

*... you'll be amazed
to learn that we
produced one of
the most delicate
vital war items.*



Exhibit Supply

EXHIBIT
is busy producing for
VICTORY

**OUR PLANT IS DEDICATED TO
WAR WORK** today and will be for
the duration. But what we've learned
in new ideas for uses of war is going
to come in mighty handy later on.
Keep your eye on **EXHIBIT** for the
best, as always, in **COIN OPERATED
AMUSEMENT EQUIPMENT.**

These Will Be Available When
Peace Day Dawns.

THE EXHIBIT SUPPLY COMPANY
4222-30 W. LAKE STREET
CHICAGO 24, ILL.

EXHIBIT
is producing for
VICTORY

Groetchen Tool

Before Pearl Harbor . . .

the Groetchen name was a trade mark for the finest in coin operated equipment for the amusement of America.

Since then . . .

our staff of skilled craftsmen have been concentrating exclusively on developing products necessary for the preservation of America.

GROETCHEN TOOL CO.
126 North Union Ave.
Chicago, Ill.

Jennings

OUR ENTIRE MANUFACTURING FACILITIES--

For the Past Several Months . . . Have Been Devoted

100% TO WAR WORK

As a Result of This Experience, We Are Happy To Assure You

WE WILL BE BACK WHEN THE VICTORY IS WON with even more outstanding amusement machines and vending machines than we produced in the past.

In the meantime . . . let's all "BEAR DOWN" FOR UNCLE SAM . . . and hasten that Happy Day —

BUY MORE STAMPS AND BONDS

O. D. JENNINGS & COMPANY

4309 W. Lake Street

Chicago

JENNINGS

PER **6** CENT

POST-WAR PRIORITY PLAN

1. Gives You A PRIORITY NUMBER for Delivery of First New Machines Produced!
2. Pays You an Additional SIX PER CENT INTEREST on Your War Bonds!
3. Asks You To Help SMASH THE ENEMY by Buying More Bonds!
4. REQUIRES NO RISK, Obligation or Contract on Your Part!

WRITE FOR COMPLETE DETAILS TODAY!

O. D. JENNINGS & COMPANY

4307-39 WEST LAKE STREET

CHICAGO 24, ILL.

Mutoscope

ANOTHER WEEK NEARER VICTORY!

Wm. Rabkin

INTERNATIONAL MUTOSCOPE CORPORATION

Penny Arcade Headquarters Since 1895.

Manufacturers of Photomatic and Other Famous Coin Operated Equipment.

44-01 ELEVENTH STREET

LONG ISLAND CITY, NEW YORK

ANOTHER WEEK NEARER VICTORY!

BECAUSE OUR FACTORY,
LIKE MANY OTHERS, IS
WORKING NIGHT AND
DAY ON AIRCRAFT,
NAVAL & ARMY ORD-
NANCE

• • •

ANOTHER WEEK NEARER OUR RETURN TO COIN MACHINE MANUFACTURING

READY TO APPLY THE
NEW TECHNIQUES OUR
EXPERIENCE WITH
HIGHLY COMPLICATED
WAR PRODUCTION IS
TEACHING US!

Wm Rabkin

INTERNATIONAL MUTOSCOPE CORPORATION

Penny Arcade Headquarters Since 1895.
Manufacturers of Photomisc and Other Famous Coin Operated Equipment.

44-01 ELEVENTH STREET

LONG ISLAND CITY, NEW YORK

*... all of us must
buy more WAR
BONDS - Buy
until it hurts!*

*The coveted
Army - Navy E
flag, ... is
evidence that
we are doing
our job well.*

Stoner



The full capacity of the big Stoner Plant is now devoted to producing vital war materials. The coveted Army - Navy E flag, with its two white stars, that flies from our flagstaff is evidence that we are doing our job well.

But Stoner Engineers are doing more - they're planning for the day when we will again be making UNIVENDORS. So take this tip: for the finest in candy vendors, keep your eye on UNIVENDOR.

Seeburg

SERVICE—QUALITY—DEPENDABILITY



WE ARE ON THE OFFENSIVE!

MORE GUNS! MORE SHIPS! MORE AIRPLANES! MORE WAR BONDS!

Now more than ever before all of us must
buy more **WAR BONDS**—Buy until it hurts!

IT'S THE WAY TO HASTEN VICTORY—
IT'S THE WAY FOR US TO PROTECT OUR FUTURE—

★

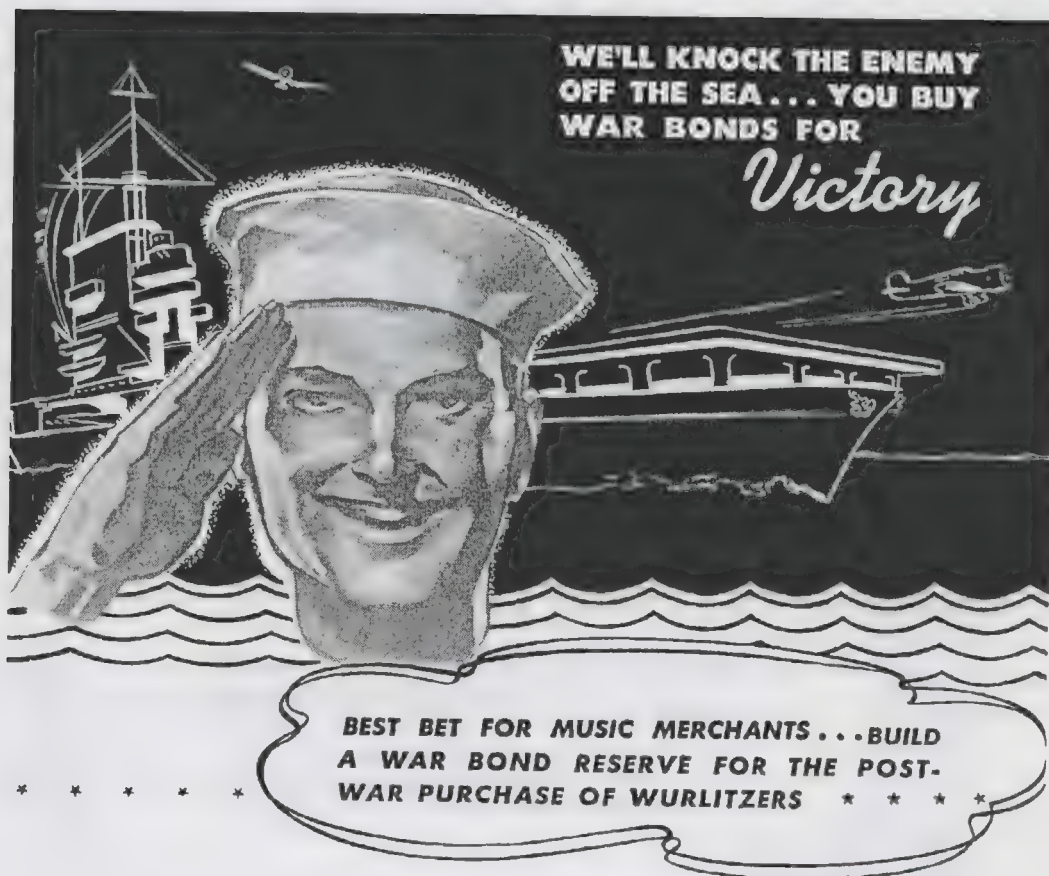
**Invest at least 10% of your income
each payday in WAR BONDS!**
10% EV'RYBODY, EV'RY PAYDAY 10%

To Go Ahead... Go

Seeburg

J. P. SEEBURG CORPORATION 1540 N. MICHIGAN ST. CHICAGO

Wurlitzer



**WE'LL KNOCK THE ENEMY
OFF THE SEA... YOU BUY
WAR BONDS FOR**
Victory

**BEST BET FOR MUSIC MERCHANTS... BUILD
A WAR BOND RESERVE FOR THE POST-
WAR PURCHASE OF WURLITZERS**

* * * * *

Get behind the boys behind the guns. Buy
WAR BONDS! Build a BOND reserve FIRST
as a patriotic duty—secondly, to have the
means to replace your obsolete equipment
with brand new, big earning, post-war
Wurlitzers as quickly as they are available.

The country you live in—the business you
work in are both better protected by your
consistent purchase of WAR SAVINGS
BONDS! They're the world's best invest-
ment. They pay good returns. They buy
Uncle Sam what it takes to beat the Axis.

WURLITZER

Is Working for



Uncle Sam

For Phonograph Service and Parts — See your Wurlitzer Distributor

People and Places

MEN & MACHINES

The pinball industry was populated with a large cast of interesting characters. On the other side of the coin, players came from all walks of life to play in arcades or wherever people would congregate. Here we will look at some of the people in the industry and some of the people who played.

Industry Folks

David Gottlieb is of course the man behind "D. Gottlieb & Co.". If you look closely at many of his company's games you will find that not only does his name adorn the backglasses and playfields via the company logo, but his likeness also! Artist Roy Parker seemed to include Mr. Gottlieb in a lot of the artwork he drew for the company from the 40's to 60's (*Southern Belle* from 1955 being one example).



This photo shows Mr. Gottlieb in the centre at a coin machine manufacturers banquet held at Groetchen's restaurant. More than 60 representatives from 23 coin-op firms attended that particular function.

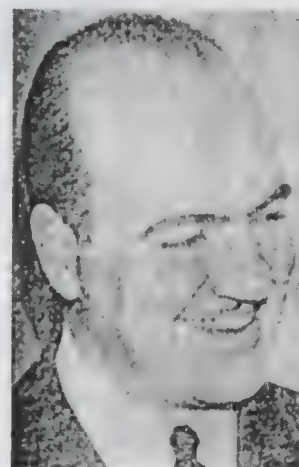
George Moloney was a brother of Bally founder Raymond T. Moloney. Following was a story that ran in Nov. of 1943:

CHICAGO, Nov. 6. - The industry suffered a grievous loss by the death of George D. Moloney, 36, vice president and general manager of Lion Manufacturing Corporation and Bally Manufacturing Company, who died early Thursday morning, November 4, at Wesley Memorial Hospital, Chicago. The cause of his death was post-operative pneumonia following a serious abdominal operation.

Mr. Moloney's death is particularly tragic coming at a time when he should have

been wearing the laurels of official recognition for his part in the war effort. Because of his illness, which attacked him on the eve

of the ceremony by which Lion Manufacturing Corporation was awarded the Army-Navy "E" Award, Mr. Moloney was unable to attend an event which in large part was a personal tribute to him. Chiefly to him belongs credit for the rapid conversion of the Lion plant from civilian to war production.



Mr. Moloney leaves a wife, Celia Moloney, a daughter, Shelia. Other Chicago members of his family are his brother, Raymond T. Moloney, president of Lion Manufacturing Corporation; his sister, Helen K. Moloney, and brothers, Daniel J. and Earl F. Moloney. A brother Harold Moloney, and sister, Mrs. Alice Murphy, reside in Cleveland.

In the same issue, The Monarch Coin Machine Company took out a large ad with the following text:

IN MEMORIAM

The entire Monarch organization joins the industry in extend-



ing deepest sympathy to the family of George Moloney in their hour of tragic sorrow.

In the sudden and untimely death of George Moloney, vice-president of Bally Manufacturing Company, the loss to immediate loved ones is most severe. And to all who know and loved him the loss is overwhelming and permanent.

Yet - the family's loss of a devoted husband, father, brother - the industry's loss of a respected leader and fellow - worker - our loss of a beloved friend - must be tempered by the love, ideals and inspiration that will live on forever in our hearts.

Losing George Moloney is most difficult to bear. Never to have known him would be a loss indeed.



Harvey Heiss is a true pioneer in the industry, working as chief designer



Here we see Harvey at Pinball Expo '88, proudly talking about his latest game, "Baby In the Hole" (a roll down game). Folks were invited to play the game, which featured some of Harvey's tricks, such as curved saucers as implemented on Genco's "Tricks" over 50 years earlier.

Data East built an electronic "Baby" for the next expo much to everyone's surprise.

ball expos, never failing to get the house roaring with laughter. He also appeared



Chief Guard J. T. Counihan of Rock-ola's military police corps receives coveted Auxiliary Military Police Guidon citation from Capt. R. L. Stockman (right), military police supervisor for Sixth Service Command. David C. Rockola, president of Rock-ola's Manufacturing Corporation, witnesses presentation.

at Genco right from the beginning back in 1932, up through into the 50's. In 1937 he was joined by a young rookie would-be forest ranger Steve Kordek. Together they were responsible for the formation of the Genco powerhouse of pinball, under the ownership of the Gensburg brothers Lou, Dave and Meyer. Harvey provided great entertainment for several years at the Chicago pin-



Harvey Heiss explaining "Baby In the Hole" to a fan at Expo '88.

at Expo '95 via taped video. Harvey is retired and living in Florida now.



Canadian David C. Rockola (lower left and next page) was one of the coin industry pioneers and died just recently. While Rock-ola is known best for their jukeboxes, they produced some of the most innovative and collectible pingames of the 30's (*World Series*, *World's Fair Jigsaw* and *Juggle Ball* being perhaps the three most famous).



Sam Stern is pictured here (next page at bottom left) at a music operators gathering in Philadelphia. Sam seemed to have a good job as chairman of the banquet committee. He is also shown in his role at the Scott-Crosse Company in Philadelphia in 1945. The Stern's have had a long history in the pinball industry, with son



WELCOME RETURNED HERO. Corp. Robert Graf (right), formerly an employee of Rock-Ola Manufacturing Corporation, is shown with David C. Rockola, president of the company. Corporal Graf, who had some narrow escapes from death in air action over New Guinea, for which he has been decorated, was surprised to find his employer now engaged in war production, as he worked in the plant when it was entirely devoted to the manufacture of coin machines and phonographs. Graf's father and brother, both of whom work for Rock-Ola, are also in the army, so the poster in this picture has special significance for his family.



Sam Stern in 1945.

Gary Stern still active today as a top executive of Sega Pinball (formerly Data East). Data East's roots go back to Game Plan and Stern before it, and Chicago Coin

and Genco before it.



Gary Stern (at bottom).



Famous gangster Meyer Lansky shaking hands with Wurlitzer officials.

The photo below is included only because it shows a bona fide gangster socializing with coin-op types! Pictured sitting is Meyer Lansky, the famous New York-area gangster, who was president of Manhattan-Simplex Distributing Company Inc. of New York. He is shown in the picture with Wurlitzer executives and others from his company as he is congratulated upon being named as a Wurlitzer distributor. Of course this isn't strictly pinball related but I couldn't resist the gangster tie-in.

Originally I wasn't sure if this was the gangster Meyer Lansky, but I recently received a note from Max Bernstein, who pointed out that the recent biography on Meyer Lansky, *Little Big Man*, written by Robert Lacey, documented the fact that Simplex Distributing was in fact his company.

So there you have it - a bona fide documented connection between the mob and the coin industry (albeit a 50 year old connection). The next question is - did Simplex distributing get involved with pinballs? Given the fact that they were in New York, the answer may be no.



J. P. Seeburg (below) was of course the man behind J. P. Seeburg Corporation. They were and are best known for their jukeboxes, but they did create some pins back in the early days of the industry. Seeburg, along with Wurlitzer, always had fantastic full page patriotic ads in *Billboard* in each issue.



J. P. Seeburg, founder of the J. P. Seeburg Corporation is shown at a luncheon given in his honor at the Jonathon Club in Los Angeles. Occasion was the presentation of a plaque sent to him by Prince Carl of Sweden, head of the Swedish Red Cross, in recognition of his generous assistance. Left to right, Walter G. Danielson, vice-consul of Sweden; J. P. Seeburg and D. J. Donahue, Seeburg West Coast district manager.



Wayne Neyens is best known as being the premier (and for many years, the only) Gottlieb game designer in the golden age of woodrail games of the 1950's. With a design tally of over 150 games, he has few peers in this area. Although made famous by his 1950's and 60's designs chiefly, his career in the pinball industry actually stretches back to 1936 (while still attending high school!), when he started out with Jimmy Johnson's Western Equipment.

Being a living industry "archive" for the pre-war and post-war periods,

as well as the war time itself, it is interesting to take a closer glimpse at his life during this period.

Wayne worked on all aspects of the creation and manufacture of games while at Western. Fate shifted him to

Gottlieb in 1939, where he quickly joined the engineering department.

After the war broke out in America, Wayne joined the armed forces and served in the Signal Corps, being stationed near the North Pole by Southampton Island. He applied engineering technology (picked up in the army while studying at Georgia Tech for 8 or 9 months) to work with transmitters, radios and radio antennae, and teletypes.

Wayne also met his wife during WW2. She was in the Navy and lived in Boston. Wayne's unit was based in Maine and he would take the train to Boston while on leave. One fateful train ride he met his future wife-to-be and the rest is history.

After a total of about two and half years in the service, the war ended. The army was slow to discharge people simply because of the massive amount of paperwork and soldiers involved. As such Wayne was not expecting a quick dismissal. However, while on furlough about this time he visited his old friends and coworkers at the Gottlieb factory. As Wayne tells it, David Gottlieb himself greeted him and asked if he was



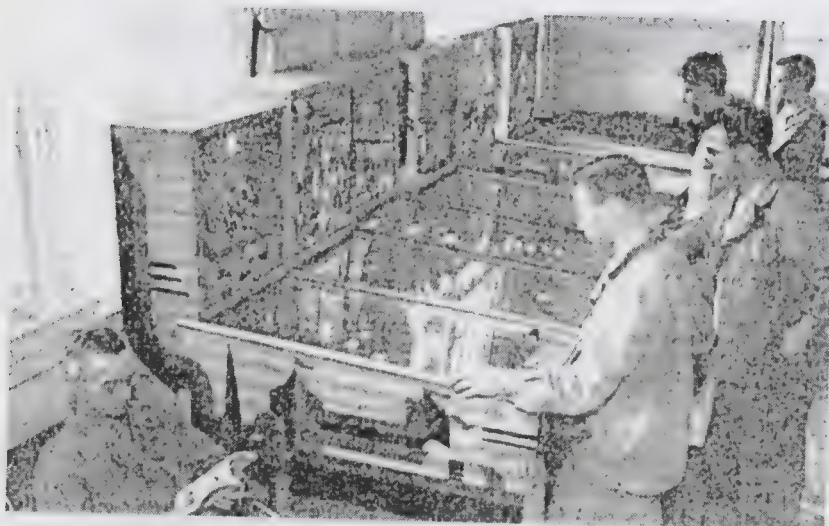
S/Sgt. Carl Huppert, former sales manager of Baker Novelty Company, Chicago, is pictured here beside his jeep. Huppert is presently stationed in England, attached to a bomber squadron.

going to come back to work. Wayne explained that he would when he was discharged.

Thinking nothing of it, he returned to duty. Just three or four weeks later however, Wayne was surprised to receive his discharge papers. To this day he suspects that David Gottlieb called Senator Homer Capehart of Indiana (he of jukebox fame) and pulled some strings to expedite the paperwork for him.

Just two years after discharge, Wayne assisted Harry Mabs as Harry invented the flipper, and soon after that was designing his own flipper-based games.

Players and Purveyors



What else do you do when you're shot? Of course - you play pinball! The caption under this photo reads: *Wounded servicemen enjoy games at Crile General Hospital, Parma, O. The games were donated by Morris S. Gisser, Cleveland coin machine distributor.*

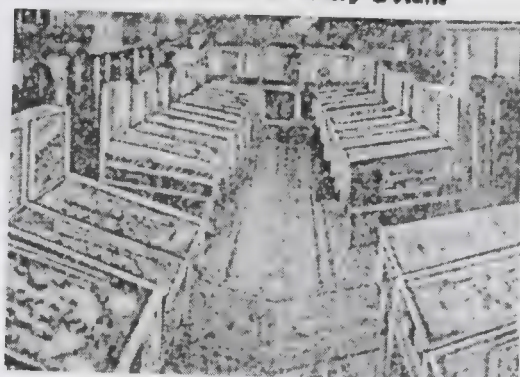


Here you see a fellow named Harry Rosenthal proudly posing for posterity with a particularly popular pinball at the plant (Grand Canyon at then United Manufacturing Company plant).



Pinball is of course well suited to arcade placement. Arcades provided a diversion for a nation with too many things to worry about. The folks at home, worried about their loved ones, and the soldiers overseas, taking brief respites from the front line battles.

ARCADE EQUIPMENT—Today's Best Buys
All Machines in Beautiful Condition. No
Junk. Perfect in Every Detail.



Look at all those pins. Do you suppose I could have the keys and lock up tonite?

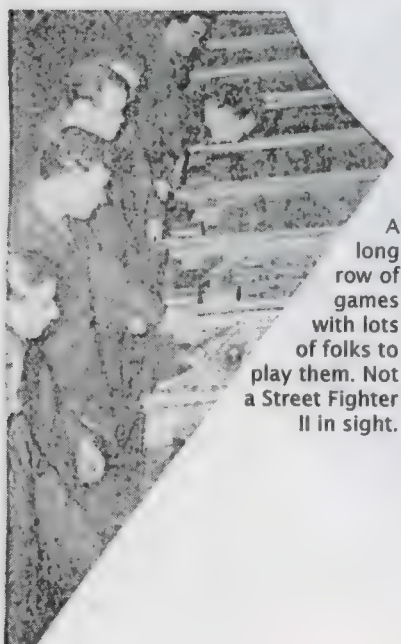
The Arcades

On the next couple of pages we see shots of some WW2 arcades.

ARCADE NEWS



The Playland arcade, featuring "free admission". As with the other arcade on the next page, blackout regulations prevented the big electric sign out front from being used at night. After a good round of pin playing, a hot cup of coffee could be had next door at Joe's Cafe.



A long row of games with lots of folks to play them. Not a Street Fighter II in sight.





This is a good shot of a nice big open-front arcade on the west coast. This arcade was operated by Elmer Hanscom. Black out regulations prevented full use of outdoor lighting.

Black out regulations prevented full use of outdoor lighting at night.



Image Gallery

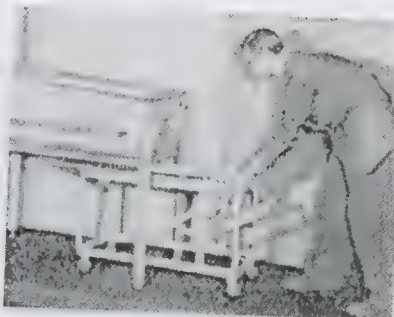
On the following pages you'll see a mish mash of pictures related to WW2, pinball and coin-op in general.

- **Pin-related pictures**
- **Factory shots**
- **Coin-op manufacturer ads**
- **Other WW2 images**
- **Miscellaneous**

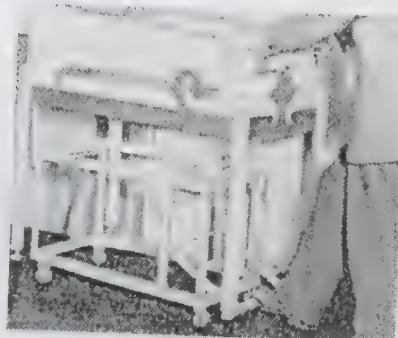
Pin Stuff

In this room we see some odds 'n sods related to pinball in the WW2 era.

GREAT NEWS!! LIFT TRUCKS FOR PIN GAMES AGAIN AVAILABLE



Simply roll lift into position under pin game.



- Press lever with foot. Machine raises off floor, locking automatically. Roll machine to desired location, trip release lever, hydraulic check sets game down gently.

- One person operates this HAN-DEE Pin Game Mover easily without stooping, lifting or straining. Hundreds now in use.

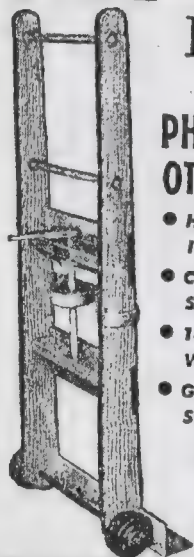
- Built to last a life-time. All steel construction. Heavy steel casters. Patented U. S. A. No. 2356913.

Do you know that a new angle is being used to "beat" pinball machines?

A SAFE—SPEEDY—DEPENDABLE HAND TRUCK

For Handling

PHONOGRAPHS, PIN GAMES AND
OTHER COIN OPERATED EQUIPMENT



- Hardwood Frame, 56 Inches High.
- Cross-Member Grip, Sure—Steady—Safe.
- 14 Foot Heavy-Duty Webb Strap.
- Goes Up and Down Steps.
- No Curved Handles.
- Ratchet Device for Tightening Strap, Two-Way Tension.
- 24 Inch Steel Lip.
- 5 Inch Wheels.
- Rubber Tires.

\$32.50
EACH

ORDERS NOW TAKEN FOR JANUARY DELIVERY!

BLOCK MARBLE CO.

1527 FAIRMOUNT AVENUE, PHILA. 30, PA.
GET IT FROM BLOCK—THEY HAVE IT IN STOCK!

STOP THIEVES!!

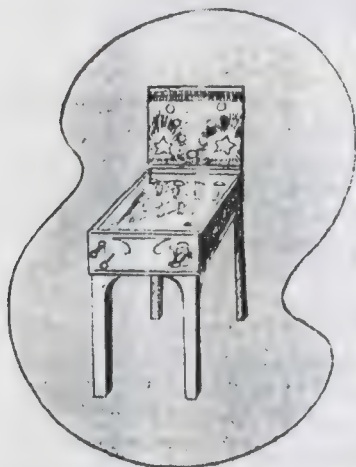
OPERATORS—Do you know that a new angle is being used to "beat" pinball machines? No shim—no drilling—no magnet—no marks left on machine. Still these sharpshooters are operating successfully. Protect yourself against this new twist with non-priority anti-cheat equipment at a cost of less than TWENTY CENTS FOR EACH MACHINE. Simple to install in a few minutes on location. Will send full details together with anti-cheat equipment for one machine on receipt of \$3.50. Offer open only to those in the trade.

F. GROBAUER

2211 Reading Road CINCINNATI 2, O.

OPERATORS - Do you know that a new angle is being used to "beat" pinball machines? No shim - no drilling - no magnet - no marks left on machine. Still these sharpshooters are operating successfully. Protect yourself against this new twist with non-priority anti-cheat equipment at a cost of less than TWENTY CENTS FOR EACH MACHINE. Simple to install in a few minutes on location. Will send full details together with anti-cheat equipment for one machine on receipt of \$3.50. Offer open only to those in the trade.

The image and text below were from a *Billboard* report on amusement machine taxes.



PINBALL GAMES and other amusement machines have proved a greater economic aid to thousands of small retail establishments than any other similar development. High taxes on these machines cause irregularities and also hurt the smaller stores most.



The game at lower left is a Baker Novelty Doughboy.

GIFT TO ARMY POSTS - The Skill Games Board of Trade, Inc., Milwaukee, donated games and juke boxes to all the army posts and centers in Wisconsin. Shown in the picture left to right: Michael Klein, attorney for the association; Pvt. Harold Christie, Truay Field; Pvt. Allen P. White, Truay Field, and E.G. Macoskie, president of the association.

WANTED SOBER MECHANIC

For music and marble table repairs. Must be over 38 or draft exempt. No floats. Prefer family man seeking permanent position. Give references and past experience in first letter. Salary \$60.00 guarantee and commission. Car furnished.

Shreveport Novelty Co.

Route 4, Box 11A

Shreveport, La.

It wasn't enough to be good - you had to be sober too in order to qualify for the good jobs back home. This ad presumes that if you weren't overseas you must be a drunk.

Seen extensively advertised throughout the war was the old stand by - punchboards. Always colorful and alluring, "Miss Hootchie Kootchie" here would be sure to attract the attention of many males (sober or not).

Step up and See

HOOTCHIE-KOOTCHIE!

SEE HER IN ALL
HER MECHANICAL
SPLENDOR!...SHE
SHAKES AND SHE
QUIVERS!...THE
BOARD SENSATION
OF THE YEAR!

CONSOLIDATED MFG. CO. - 2001 SO. CALUMET AVE. - CHICAGO, ILL.

TAKES IN
1296 @ 5c
\$64.80

PAYS OUT
\$32.59

PROFIT
\$32.21

ORDER NOW!

JUST RELEASED!
New! Legal! Location Tested!
PRE-WAR CONSTRUCTION!
Scientific's "PLAY POOL"
AND
"VICTORY POOL"



**OUT-EARNING SKEE
BALLS SIDE BY SIDE
ON LOCATION BY
ACTUAL TEST!**

These pre-war
built games
were ware-
housed since
1941 pending
a high court
decision which
was favorably
received only
recently!

**72" Long
32" Wide**

*The Pool Table with Fascinating Player Appeal
and Trouble-Proof Mechanical Action Features!!!*

- Gates Lift Up!
- Balls Advance Mechanically!
- Progressive Scoring!
- They Wait in Line To Play "VICTORY POOL"!

● Packed With Last Ball Suspense and Action Thrills That
Make Them Want To Play It Again and Again!

Write! Phone! Wire!

**EXCLUSIVE DEALS OPEN FOR
RECOGNIZED DISTRIBUTORS!**

\$295.00
1/3 Dep., Bal. C.O.D.
F.O.B. N. Y.

COIN-O-MATIC SALES CO.

615 10TH AVENUE
NEW YORK 19, N. Y.

PHONES:
BRYANT 9-3295-3296

This July 1944 ad claims that these "Play Pool" tables were locked up in a warehouse since 1941. I would find that hard to believe (because of the wartime equipment shortages) if not for the hawkers location - New York City, aka "La Guardiaville". His well (self) publicized coin-op witch hunt circa 1941 probably sent many machines scurrying to safer havens.

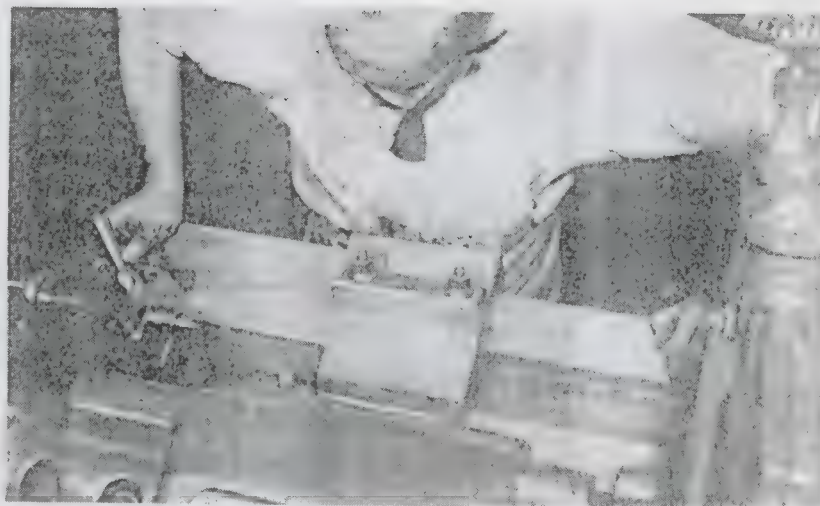
Factory Shots

Here we see some shots in the coin-op factories and of factory folks.

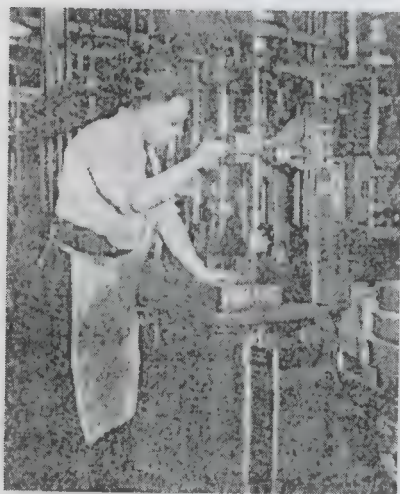
General Factory Shots



A SKILLED milling machine operator, this man once expertly did his part in manufacturing coin machines. His "chips" are now calling the Axis "hand" and in the "showdown" it'll be the fast conversion and quantity production which will pile all the "chips" on the Allied Nations' side of the table. (OEM Photo by Gruber.)

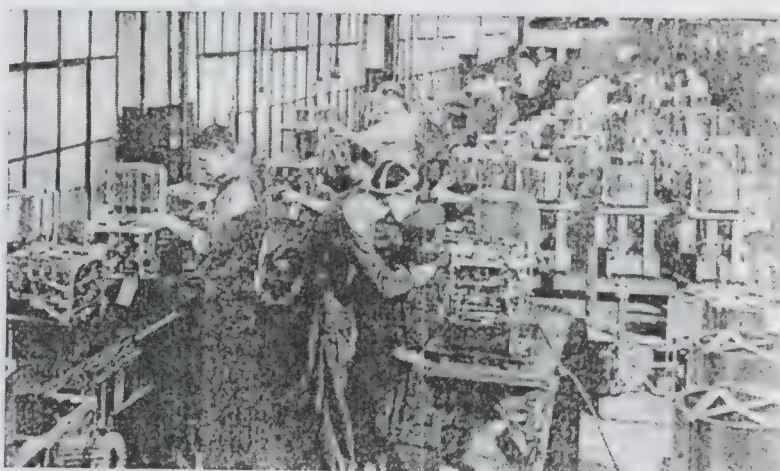


THIS SPECIAL MACHINE, built by a coin machine manufacturer to produce a key part of a coin machine, has been adapted to produce certain control devices for the armed services. Ingenuity of coin machine manufacturers in making their peacetime products has enabled them to change over and produce the required units for America's fighting forces. (OEM Photo by Gruber.)



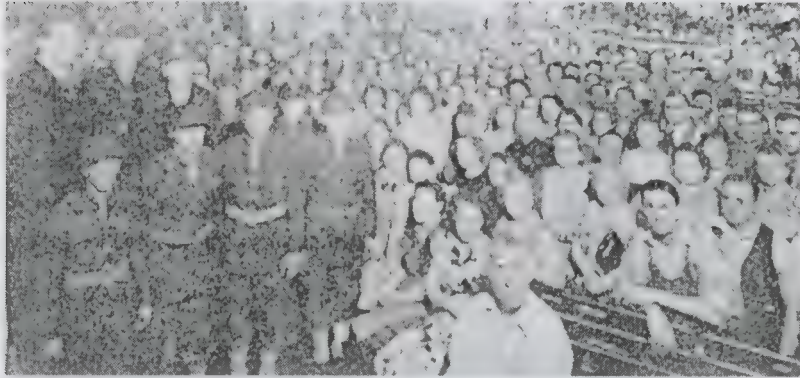
THE DRILL PRESS OPERATOR is drilling one of the last juke box parts before he began producing items for the army and navy. Today the battery of drill presses, as well as other machine tool equipment, is busy producing electrical devices for the armed services. While the factory is not identified the scene is typical of all phonograph manufacturing plants today. (OEM Photo by Gruber.)

The larger firms had completely modern equipment and converted quickly to war work.



COIN MACHINE PLANTS had good experience in assembly work. The larger firms had completely modern equipment and converted quickly to war work. The above picture . . . shows a section of a juke box factory.

Bally Factory Shots



BALLY PLANT VISITED BY WOUNDED SOLDIERS - Employees assembled in the Bally factory recently to here their production record praised by representatives of the army, including a group of soldiers who were wounded in action.

WIN WAR BONDS. For faithful attendance, five employees of the Bally Company were recently awarded War Savings Bonds. From left to right are shown: Bert Perkins, former sales manager, beverage vender division, now personnel manager of the Bally war plant; Pauline Burke, Nurse Anne McGuire, Elmer Biedenweg, Mildred Nock and Anna Jacobson.



BALLY GAME IN NAVY PARADE showed a pin game with lights flashing in the backboard prominently displayed during the Navy Day parade in Chicago as part of a float entered by Lion Manufacturing Company, peacetime producers of Bally games. The game played by a live model, symbolized the pre-war activity of the Bally organization, while in the foreground three girls in shop garments were busy at actual machines producing munitions parts. A banner above the display bore the legend, "Fun Fights for Freedom! Bally Games in Peace - Navy Munitions in War!"

Coin-Op Ads

In this room we can view many miscellaneous ads from coin-op manufacturers of all types, not just pinball.

Ads from the following companies are presented:

- ABT
- ANS
- Bally
- Chicago Coin
- O. D. Jennings
- Mills
- Northwestern
- Pace
- Rock-ola
- Stoner
- Watling

ABT

TODAY'S BEST BET!

GUES-SER SCALES WILL
HOLD YOUR LOCATIONS
FACTORY REBUILT MODELS AT \$95.00 EACH

NO NEW SCALES FOR
THE DURATION, BUT
THESE SCALES ARE
COMPLETELY FAC-
TORY REBUILT, AND
ARE LIKE NEW
DEPENDABLE

ACCURATE

\$95.00 each

Net Cash
F.O.B.
Chicago, Ill.



ONLY A LIMITED
SUPPLY AVAILABLE

THE "GUES-SER"
SCALE OFFERS
SPLENDID
OPPORTUNITIES
TO THE OPERATOR
SEEKING TO HOLD
TOP LOCATIONS
AGAINST SHORTAGES
IN NEW EQUIPMENT

Shipping Wt.
255 lbs.

A. B. T. Manufacturing Corp.

715-723 No. Kedzie Ave., Chicago, Ill., U. S. A.

A.N.S.



"COLORS"—1 Ball Automatic Pay-off. Six Coin Chutes. Write for descriptive matter and price.

Our "Lite-a-Line" 10 Ball Game is going strong all over the U. S. A. Write for descriptive matter and price.

SALESBOARDS — WE HAVE A VERY LARGE STOCK FOR IMMEDIATE DELIVERY.

J. P. Charley, 1,000-Hole \$1.79
Charley Board, 1,000-Hole 1.65

1/3 Deposit With Order

Write for our latest circular
on salesboards

A. N. S. CO.

ELMIRA, N. Y.

In this line over 20 years.

Re-Conditioned 100% Perfect

as Good as New
Cabinet, Railing and Legs
Refinished in Attractive Color
Lite-A-Line — The ever
popular table. A 10-ball
game that is faster than
any 5-ball game. 3 coin
chutes. 3 profits from 1
table. Electric Flash
Number Boards.
Spectacular Score
Drome. Skill-Luck
gets permanent
play. Three in-
comes instead
of one. Accepted
at once by
better locations
everywhere.

Nothing
can
compete
with:

**LITE
-A-
LINE**



Takes
1 to 3
Nickels
at the
Same
Time

Lite-A-Lines are on the same locations since the day they were introduced.
\$69.75 each, 1/3 deposit with all orders.

A. N. S. CO.

312 CARROLL ST.

ELMIRA, N. Y.

Chicago Coin

Chicago Coin

*Keeping pace
with the newest
electronic and
mechanical
wartime advances*

Chicago Coin
MACHINE CO.

1725 DIVERSEY BOULEVARD
CHICAGO 14, ILLINOIS

** We must back 'em
up with War Bonds. **

Bally

FOR SALE! FOR SALE! FOR SALE!
BALLY COCA-COLA MACHINES
 In very good condition. Price, very reasonable.
 BOX 1200
 The Billboard Chicago, Ill.

Apparently Bally made vending machines from time to time, although foreign to me. To someone who collects Bally games and coke stuff, this could be nirvana! According to the Bally game list, Bally made a Coca Cola vender as game #264, placing it around the summer of '39. They also made a Pepsi Cola vender, #430 in '41. Other Coke/Pepsi venders (projects #465 and #467) also appeared in '46.

O. D. Jennings

JENNINGS'
 ← *Symbol of Service*
 CONTACT US ON ANY
 COIN MACHINE SUBJECT
 37 Years' Experience
 O. D. JENNINGS & CO., 4309 W. Lake Street, Chicago, Illinois.

**YOUR OPPORTUNITY TO
MAKE POST-WAR PLANS**

In preparation for Jennings' expanded coin machine program following the war, we invite qualified distributors, jobbers and coin machine salesmen to contact us regarding local and regional sales coverage.

Your facilities for sales, service and warehousing may qualify you for participation in Jennings' post-war program. Write us fully.

HELP WIN • • BUY BONDS!

O.D. JENNINGS & COMPANY SINCE 1906
 RATED AAA
 4309-4339 WEST LAKE STREET • CHICAGO, ILLINOIS

Mills

WRITE

WIRE

PHONE

VISIT

MILLS

for coin machine information

VINCE SHAY • JOHN RYAN • SAM BASLER • CHARLEY ZENDER

MILLS NOVELTY COMPANY 4100 Fullerton Ave., Chicago, Ill.

THE GREATEST NAME IN
COIN-OPERATED MACHINES

You are invited to submit your inquiries and problems to the house that has served you steadfastly for fifty-three years.
MILLS NOVELTY COMPANY, 4100 FULLERTON, CHICAGO

MILLS

Serves the Industry

MILLS NOVELTY COMPANY

4100 FULLERTON AVE., CHICAGO 39, ILL.

Northwestern

"I don't see how any operator can get along without your paper."

The NORTHWESTERNER

Here is an invaluable service for every operator. Regardless of what machines you operate, you'll find it a mighty wise move to keep in touch with the fast growing bulk vending field. The Northwesterner is packed with vital information, service hints, ideas to help you make and save money. It's yours for the asking---just tell us what you operate.

IT'S FREE!

MORRIS, ILLINOIS

Pace

PACE MFG. CO., NOT INC.

REPAIRING—REBUILDING

BY SKILLED MECHANICS—QUICK SERVICE

WORKMANSHIP IN KEEPING WITH OUR REPUTATION AT PRICES THAT WILL KEEP YOUR FRIENDSHIP AFTER THE WAR—WHEN WE START PRODUCTION.

OLD MACHINES MADE LIKE NEW—INSIDE AND OUT. FACTORY FACILITIES INSURE LOWEST COSTS. ESTIMATES GIVEN—DON'T TAKE CHANCES WITH FLY-BY-NIGHTERS.

FOR 20 YEARS THE NAME "PACE" HAS MEANT HIGH STANDARD. OUR VOLUME OF SLOT BELLS PRODUCED DURING THE LAST TEN YEARS IS TREMENDOUS.

WE BUY—SELL—TRADE—REPAIR

PACE—JENNINGS—MILLS

CAN SUPPLY COMPLETE CLOCKS—GEARS—RACES
MOTORS—BRAKES—TUBING—OTHER PARTS.

PACE MFG. CO., NOT INC. 2909 Indiana Ave.,
Chicago, Ill.

**YOU DON'T MAKE FOOTPRINTS
IN THE SANDS OF TIME
BY SITTING DOWN!**

Get your idle Machines repaired in 10 days at a fair cost to retain your goodwill for after the War, when we will again build finest "Bells" ever made.

Pace Slots and Races rebuilt to look like new by skilled mechanics at the original factory.

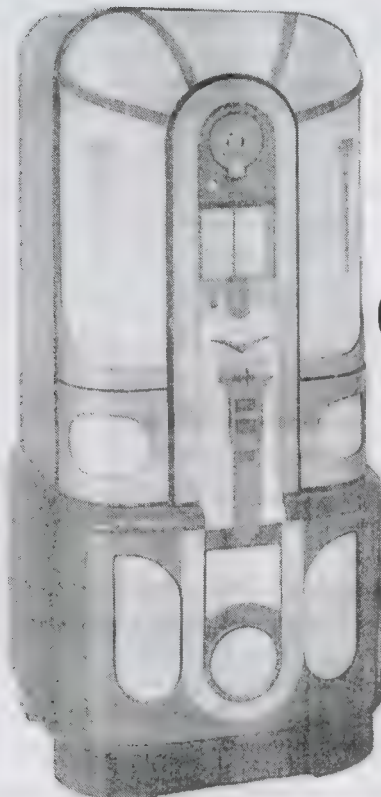
Can Make Immediate Delivery of 5c-10c-25c-50c Pace Machines — Also Large Stock of Parts.

WIRE—WRITE—PHONE

THE PACE MANUFACTURING CO. NOT INC.
2909-17 INDIANA AVE. CHICAGO, ILL.
Calumet 6272-6979

BUY AND KEEP YOUR WAR BONDS!

Rock-ola



**SO
NEW**

*So Modern in Design—
So Finely Constructed
—that*

COMMANDO

**WILL REMAIN
NEW... LONG
AFTER THE
WAR IS OVER**

The Buy for the Future—this sensational Coin-Operated Phonograph is sold only to Music Operators through our nation-wide organization of authorized Factory Distributors located in leading cities throughout the U. S. A.

ROCK-OLA

MANUFACTURING CORPORATION
800 North Kedzie Avenue
Chicago, Illinois

Stoner

The Name to Remember

STONER



● Today, we at STONER have but one job . . . to keep production moving ever forward on the vital equipment we are making for our armed forces.

When this need no longer exists STONER will again be back in the manufacture of the popular Univendor line of candy vendors.

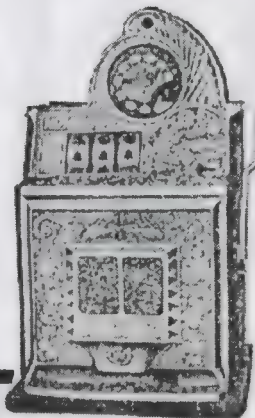
To help speed this great day—keep putting your money in War Bonds.

Univendor

The finest in candy vendors

STONER MFG. CORP. AURORA, ILLINOIS

Watling

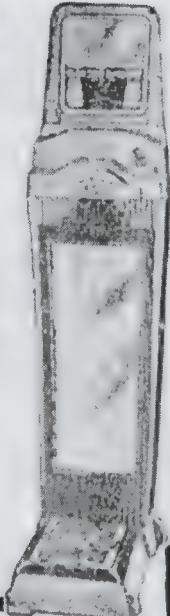


**We have a few more
Rebuilt ROLL-A-TOPS
left**

*We can still repair your machines
and make them look like new*

WATLING MFG. CO.
4640-4660 W. Fulton St.
CHICAGO, ILL.

Est. 1888—Tel.: COLUMBUS 2770.
Cable address "WATLINGITE," Chicago.



★

**PUT THE AXIS
AWAY WITH A
BOND TODAY**

★

**WE CAN REBUILD
YOUR OLD SCALES
AND MAKE THEM LOOK
LIKE NEW**

Get your Scales rebuilt now and have
them ready for your big season.

WATLING MFG. CO.
4650 W. Fulton St.
CHICAGO 44, ILL.
Est. 1889—Tel.: COLUMBUS 2770.
Cable Address "WATLINGITE," Chicago.



FREE PLAY BIG GAME

Built with Animal Head Strips, or
Standard Fruit Reel Strips. Also built
with Mystery Cash Payout and Token
Award Jack Pot.

5c Play
Rebuilt Like New
\$100 Each F. O. B. Chicago
Made Only By

WATLING MFG. CO.
4640-4660 W. Fulton St.
CHICAGO, ILL.
Est. 1889—Tel.: COLUMBUS 2770
Cable address "WATLINGITE," Chicago

Coin-Op Ads (Post War)

We've seen the ads from during the war. Now contrast them with the advertisements that appeared immediately following the climax of the conflict in August of 1945.

Atomic bombs dropped on both Hiroshima and Nagasaki hastily forced Japan's surrender. Back home that meant the manufacturing sector was finally free to concretely contemplate a return to "normality".

The ads here help to show that feeling. Too early to actually have post-war goods ready, they instead had to settle for some vague verbage indicating product soon to come. How many of them actually had that product designed and ready to go? Certainly not all!

Ads from the following companies are presented:

- Chicago Coin
- Exhibit
- Gottlieb
- Williams
- Wurlitzer

Chicago Coin

*A Product
Is No Better
Than the
Maker's
Reputation*

That's why operators who "know"
favor equipment
made by
Chicago Coin

See that your
name is in on
our Advance
Notice" mailing
list

**Chicago
Coin**
MACHINE CO.

1725 DIVERSEY BOULEVARD
CHICAGO 14, ILLINOIS

This fight's NOT over
BUY WAR BONDS

Exhibit

TIME TO PLAN FOR FUTURE NOW

Remember

Exhibit's Outstanding Games of the Past. The New Line will be much improved and better than ever.

Remember

Batter Up, Play Ball, Rebound, Contact, Knockout and numerous others. All Games and Amusement Machines are registered in U. S. Patent Office.

As soon as present War Contracts are completed, factory will be converted to the manufacture of our new line. Watch for our announcement. If not on our mailing list, send in your name and address on your letterhead.

EXHIBIT SUPPLY CO.

4222 W. Lake Street

Chicago 24, Ill.

Williams

NOW THAT VICTORY IS HERE!

PRODUCTION ON

FLAT-TOP

AND

CIRCUS ROMANCE

WILL BE STEPPED UP!

CONTINUE SENDING THESE 8 USED GAMES:
MYSTIC — CRYSTAL — PURSUIT — PAN AMERICAN
ATTENTION — SILVER SKATES — MASCOT — AIR FORCE

P. S.: NO "BRAND NEW" GAMES UNTIL 1946

WILLIAMS MANUFACTURING CO.

161 W. HURON ST. (Phone DELaware 4310) CHICAGO 10, ILL.

Gottlieb

"You'll Be Sorry!"

IF

**...YOU DON'T GET ON
OUR MAILING LIST!**

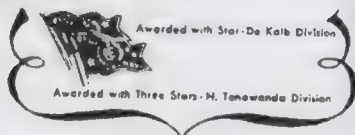
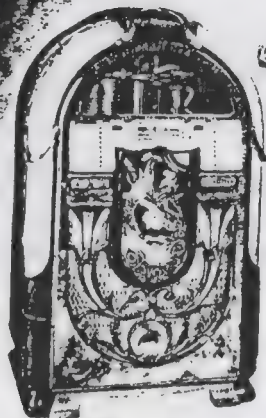
*There's No Substitute
for Quality!*

D. GOTTLIEB & CO.

1140 N. Kostner Avenue

Chicago 51, Illinois

Wurlitzer



RUDOLPH WURLITZER COMPANY
NORTH TONAWANDA, N. Y.

One of the distinguished line of prewar

WURLITZER
phonographs

THE NAME THAT MEANS *Music* TO MILLIONS

This ad clearly shows the changing trend. Rather than portraying G. I. Joe in battle fatigues, teeth gritted, ready to engage the enemy somewhere in the Far East, we see two guys fishing. Thoughts have turned to post-war plans, such as what new jukebox will I buy for my route?

Miscellaneous

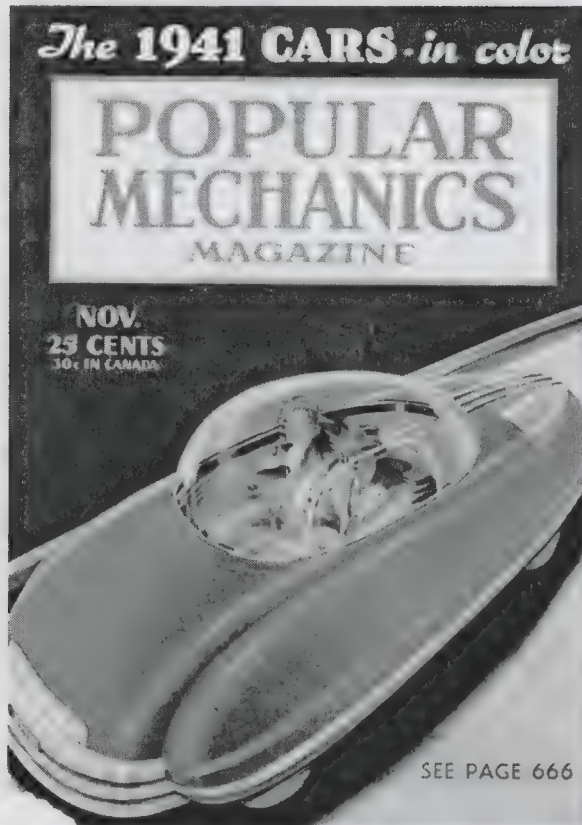
This room is different - there is nothing related to pinball here! - just life during World War 2 as reflected in some period publications.



A main theme of the patriotic ads seen everywhere was to encourage people to buy war bonds as their patriotic duty to fund the effort.



We see the colorful cover of a WW2 magazine, *USA at War*, which could be had for the princely sum of 12 cents. Very rah rah stuff. This cover would have made good backglass art, no? Made by Victory Products, converted from Genco's Formation.

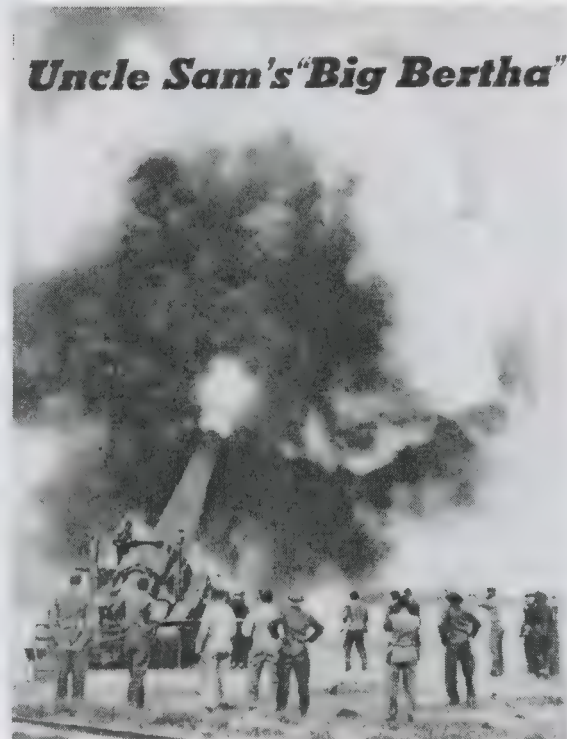


November 1940. The war rages in Europe but the USA is relatively unaffected. *Popular Mechanics* (top left) discusses the latest and greatest in automobile technology.

Fast forward to 1942. A different type of automotive technology is explored - tanks (top right). Only this time it's how to blow them up rather than how nice they are to drive!



"Uncle Sam's Big Bertha" (right) explicitly illustrates what the war was really like - awesome artillery and ground-shaking deafening noise.



Pinball and World War 2

Completely ignoring the battle abroad, this *Esquire* ad (right) focused on leisure activities back home. Whose war time wife is that!? Some text from the ad:

TIME OUT FOR A BREATHER!
Your leisure hours are twice as important this summer. You'll feel better, work better, for the change of pace - and change of clothes that goes with it. Particularly if you let Manhattan and Mansco Sportswear add to your fun in the sun! [...] . . . it helps you make the most out of every precious play-hour!



Pictured below right is the cover from the June, 1942 edition of *Esquire*. They showed the war from a light-hearted perspective as evidenced by the humorous illustration.

Leisure

Below we see an illustration from another *Esquire* cover from 1944.



Image Gallery



Same jolly old infantryman, having fun this time at the fairgrounds.

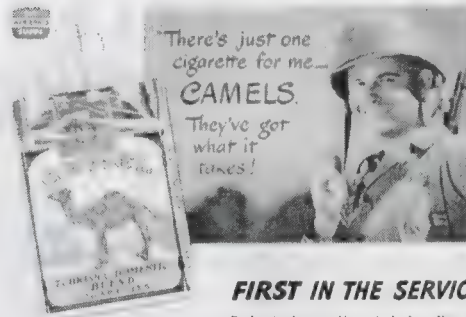
Perusing through the 1942 and 1944 issues reveals more patriotic content in the latter issue. Apparently it took awhile for seriousness of the battles abroad to trickle down into the thoughts of those representing the liesure culture.



Spawned from World War 2 was the wonderful comic strip *Sad Sack*, by Sgt. George Baker. Below was one of the last created during WW2. I'm sure a lot of soldiers could relate to the Sack!

Dotty Dripple was a strip that also ran during WW2. I don't know when it

Meet Johnny Doughboy—EXPERT INFANTRYMAN!



HE'S EQUIPPED as no infantryman has ever been before... he's trained as a specialist in dozens of jobs... and as Johnny Doughboy marches along, you can see he's plenty proud to be part of Uncle Sam's mightiest fighting team—the Infantry! Mostly, he's thinking about the job ahead... but sometimes, when cigarettes are lighted, he'll be thinking of home... for as Johnny tells it, those Camels he carries with him are "just like a taste of home." Yes, Johnny's favorite is Camel, the mild, cool-smoking cigarette with that "I'd walk a mile" flavor.

FIRST IN THE SERVICE **CAMELS**

The favorite cigarette with men in the Army, Navy, Marines, and Coast Guard is Camel! (Based on actual sales records.)



What would a war be without cigarettes? Johnny Doughboy apparantly knows (at top) . . . He's equipped as no infantryman has ever been before . . . he's trained as a

specialist in dozens of jobs . . . and as Johnny Doughboy marches along, you can see he's plenty proud to be part of Uncle Sam's mightiest fighting team - the Infantry! Mostly, he's thinking about the job ahead . . . but sometimes, when cigarettes are lighted, he'll be thinking of home . . . for as Johnny tells it, those Camels he carries with him are "just like a taste of home."

Yes, Johnny's favorite is Camel, the mild, cool-smoking cigarette with that "I'd walk a mile" flavor.



Johnny
Doughboy
meets Sad Sack
and Dotty
Dripple

started or ended, but it was pretty good. The strip at bottom features Dotty's husband, and illustrates some of the hardships incurred at home. A pre-cursor to *Blondie*?



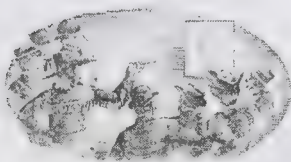
The New Medium - TV

Radio was king during the war, but the young upstart known as television was busy trying to push its way into



*Precision Electronics
and Television*

the psyche (and living rooms) of Americans. So new was TV as a "concept" that Dumont occasionally published ads explaining this new technology.



HOW TO "SHOOT" PICTURES

On this page we see some of the elements of the Dumont TV ads. The ad at top right in which the snippet was taken was quite large, with lots of "hand puppet" explanations of TV technology. Notice how "Little Alec Electron" was employed to illustrate this new medium.

Founder Allen B. Dumont fondles his Cathode Ray Tube (at right).

WHAT IS TELEVISION?

This over-simplified explanation is offered to you who soon will enjoy the full opportunities of television



*Here I am again - Little Alec Electron
I'm the works in Television - and how!*



Here Paulette Goddard* is being televised by a camera with a vacuum tube having a flat surface of tiny particles of an unusual substance. Here we electrons are free. When light hits us, we absorb energy and jump off.

*Let Little Alec Electron
explain TV to you!*



DUMONT *Precision Electronics and Television*

ALLEN B. DUMONT LABORATORIES, INC., GENERAL OFFICES AND PLANT, 3 MAIN AVENUE, PASSAIC, N. J.; TELEVISION STUDIOS AND STATION WJWV, 113 MADISON AVE., NEW YORK 17, N. Y.

WW2 Pinball Stories

Billboard provided a wealth of stories about the coin-op industry in each issue. I have pretended I am a Reader's Digest editor and carefully read through a pile of WW2 issues, extracting out pinball-related stories and tidbits and organizing them.

So what you'll see here are excerpts of these stories and pieces, that will hopefully give you some insights into the industry people and manufacturers, players and operators. I've also included some general WW2 items not strictly related to pinball, as they provide a feel for some of the conditions facing industry in America in general.

Note: For stories which have been edited from the original text, the snipped out parts are denoted by [...] .

Stories By Category

The story categories are organized as follows:

- **Industry people and manufacturers**
- **Arcades**
- **Humorous**
- **General interest**
- **Pinball court cases and legal issues**

Industry People and Mfrs. Stories

In this section I present items related to pinball industry people and manufacturers.

* * *

Says Good Games Save Many Trips

CHICAGO, Jan. 23 - At United Manufacturing Company, where Zombies and Sunbeams are being revamped into Midways and Sun Valleys, Harry Williams reports, "Of the many hundreds of Midways and Sun Valleys in operation, there have been but two service calls reported thus far." And Williams described how such mechanical perfection in games not only keeps them in continuous operation for more play, but the lack of service requirements would account for considerable gasoline savings where operators must use an automobile to answer hurry-up service calls.

According to Williams, the reason for such uninterrupted performance in the operation of Midways and Sun Valley lies in the fact that the old Zombie and Sun Beams are thoroughly overhauled, reconditioned and tested by experts before they are permitted to leave the United factory.

* * *

Number of Games in Use

Amusement, (pinball) games	250,000
Counter amusement devices	600,000
Jackpot slot machines	No estimate
Console amusement games	200,000
Miscellaneous amusement machines	100,000
Automatic phonographs	300,000
Cigarette vending machines	126,500
Beverage vending machines	28,000
Candy bar venders	250,000
Penny vending machines	3,000,000
Miscellaneous vending machines	25,000
Total	4,879,500

Personnel

Principal manufacturing firms	85
Listed manufacturing firms	325
Normal factory employment	15,000
Distributing firms	900
Employed by distributors	4,500
Professional operators	25,000
Part-time operators	30,000
Employed by operators	45,000

Coins in Circulation

Pennies minted, 1940-'41 fiscal year	1,001,445,300
Pennies in circulation	8,514,289,200
Nickels minted, 1940-'41 fiscal year	313,228,260
Nickels in circulation	2,246,026,280
Dimes minted in 1941	263,830,557

Table 1

* * *

General Industry Data

The statistics in Table 1 were as of December 31, 1941. Interesting numbers. The first figure (number of pinball machines) being the most relevant here.

The Original Whirlwind Creator!

Here is a small tidbit regarding industry legend Howard Peo:

Howard Peo, of Rochester, N.Y., one of the pioneer amuse-

ment machine manufacturers, spent several days in Chicago during the past week. Peo operates Valley Specialty Company and is one of the few manufacturers still manufacturing any products for the trade. His visible jackpot for Vest Pocket Bells is constructed of wood for the duration and can be supplied even under stringent wartime regulations. Peo will be remembered as having made the name "vest pocket" famous back in 1929 when his Vest Pocket Basketball game was voted the outstanding amusement machine of the year at the annual coin ma-

chine show. Peo's Whirlwind was another sensation in the trade a year or two later.



Harry Williams Post War Comments

Improved equipment will greet the trade following the war, but will not be of a revolutionary nature, in the opinion of one

of the industry's leading engineers and designers. According to Harry Williams, of Williams Manufacturing Company, changes in design, mechanical principles, as well as introduction of new types of machines, will be a gradual process. Williams does not foresee any large volume of brand-new ideas being offered to the trade immediately following the war.

"We will be selling to the same people, and our paying public will be practically the same; for this reason, familiar principles will have greater appeal than something entirely new," Williams said.

Citing several new developments in the sound recording field, Williams declared he expected the greatest advances in the music division of the industry. "However," he continued, "manufacturers of games will find that they can apply precision manufacturing methods, required in war work, to post-war amusement machines. We can expect closer tolerances, better engineering and general mechanical improvements that will permit machines to wear longer, operate more efficiently and require less maintenance."



Herb Jones, Sans Tonsils, Is Back on Job This Week

Herb Jones was a long time Bally employee, known to collectors as the man who produced the company booklet *Coin Operated Amusement - An Historical and Technological Study*.



A subset of this booklet was printed as *Coin Operated Pinball Machines* - etc. also, the cover of which is pictured here starring Elton John. These booklets are rarely seen, although there is probably a fair number out there.

Herb Jones, of Bally, is back at his desk this week following a short siege of exploratory hospitalization at Passavant Hospital which ended with the deletion of tonsils. It was three weeks ago that Herb and Ray Moloney decided to find out what was causing a seriously lame shoulder. Herb now is not too sure that Ray didn't ask the doc to prolong the observation a bit in order to give Bally's restless assistant to the general manager a chance to rest and relax.

Bally, or Lion Manufacturing Corporation, is weeks ahead of their war production schedule, despite construction work on their now addition and despite delays occasioned by a fire in their main plant.

❄ ❄ ❄

Excuse Us, Please

The Billboard report on the arcade feature recently occupying a spread in Life ended with the question: "Any arguments?"

Perc Smith, "dean" of arcade men, rises to remark with an explosive "YES!"

It seems that Smith and other Exhibit Supply Company official had a major hand in getting said feature in print. For one thing, they made most of the

equipment featured, and had something to do with staging the scenes. Yet, even with bifocals and a magnifying glass, Perc couldn't find any mention of "Exhibit" in *The Billboard* story.

❄ ❄ ❄

Gottlieb a Pre-View Fan

Dave Gottlieb often enjoys a pre-view of pre-views in the recreation room of his home which is fitted with a motion picture projector and seats about 100 persons. How does he get the film ahead of Balaban & Katz, et al? His brother "Manny" is an exec with one of the major film producers.

"With a little luck," says Dave, "manufacturers may get to enjoy a preview treat at the CMI meeting April 26."

❄ ❄ ❄

"Bally" Plant Wins Star on E-Flag

CHICAGO, April 29. - Employees and management of Lion Manufacturing Corporation, peacetime producers of Bally games and venders, today were again honored for outstanding production of war material when a white star was added to the Army-Navy "E" Flag flying over the "Bally" plant. Presentation of the star indicates renewal of the Army-Navy "E" Award, originally conferred on the "Bally" organization in October, 1943.

❄ ❄ ❄

Manufacturers Ponder Future [Industry's Major Firms at Meeting Sponsored by CMI]

This marquis story ran May 6th, 1944. A who's who of the coin-op industry was present at Groetchen's restaurant (I assume this is the same Groetchen family involved in the coin-op industry). Note that Dave Gottlieb was the CMI president.

Reconversion and post-war employment feature serious discussions during open forum - elaborate dinner and floor show entertains 70 trade members.

CHICAGO, April 29. - Appointment of an industry planning committee to "coach" during the pre-reconversion period when manufacturers undertake to unwind the complex and high-g geared coin-war machine highlighted the CMI banquet and open meeting Wednesday evening (26) at Groetchen's colorful West Side La Fiesta (restaurant).

It was both a happy and serious meeting when commanders of the coin machine frontmen who direct production of war materials in scores of throbbing coin machine factories renewed fellowship and exchanged spirited greetings before stepping back into character as war production chiefs to discuss their current objective of helping to win the war and the future goal of providing employment for additional thousands of workers when restrictions on

production of coin machines are lifted.

20 Firms Represented

More than 20 coin machine manufacturing firms, including all major names in the Midwest area and several from Eastern cities, were represented at the banquet and program sponsored by Coin Machine Industries, Inc., for the dual purpose of enjoying Auld Lang Sang again and eliciting open-forum thoughts of manufacturers on coming events which will confront the industry.

Named to serve on the industry planning committee following majority approval of such action were the following members and non members of the association:

- Walter A. Tratsch, of A.B.T. Manufacturing Company
- George Jenkins, of Bally & Lion Manufacturing Corporation
- J.E. Broyles, of the Rudolph Wurlitzer Company
- D.W. Donahue, of Mills Industries, Inc.
- W.E. Bolen, of the Northwestern Corporation
- John Chrest, of Exhibit Supply Company
- Dick Hood, of H. C. Evans & Company
- "Bip" Glassgold, of A.H. DuGrenier & Company

Announcing this committee, Dave Gottlieb, CMI president, explained that functions of the committee would include compilation of pertinent information on the subject of reconversion which may be submitted to a second general meeting of

manufacturers.

Reconversion Discussed

The open discussion, following an elaborate dinner (steaks broiled in Groetchen's new cooking machine), produced a wide cross-section of opinion on current and future manufacturing problems. [...]



Defeat of Germany Would Bring Civilian Production in 90 Days

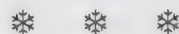
CHICAGO, Sept. 9. - Official announcement that civilian production would be making big headway within 90 days after the collapse of Germany aroused more enthusiasm in coin machine circles here than did the beginning of the spot authorization plan August 15. This is something more definite, trade leaders said. Besides, the continued impact of favorable war news served to give the 90-day promise more meaning.

The nation's press devoted much space during the week to explanations and criticisms of the plans for making civilian goods after Germany collapsed and the coin machine trade followed all this news carefully, knowing that coin machine factories would share in the general moves that are promised for all industries. [...]

Coin machine manufacturers all agree that the WPB plan to permit making experimental models is proving to be quite a help and that for the time being

a manufacturer can take his own good time in doing experimental work. A few manufacturers are beginning to whisper about new ideas and designs they already have practically completed for post-war business.

A Chicago newspaper this week published the report that officials of Rock-Ola Manufacturing Corporation said the firm had plans for two products in the coin machine field and also for one product in an entirely new field. Grapevine rumors had it this week that two juke box manufacturers would be making phonograph records after the war. One of the new juke box firms that rumor had put into the field some months ago was definitely called a dead issue this week by the principals who were supposed to be organizing the new firm. It is confidently expected here that many of the new juke box makers which rumor puts into the field will not appear on the market.



Preparing for Post-War With Machines for New Fields

This story from Nov. 1944 continues with the theme of "gearing down" from the war effort and looking ahead to the post-war period. Some neat insights as to the state of the industry a few months prior to victory.

CHICAGO, Nov. 4.- Altho the resumption of peacetime production here was further postponed this week by Uncle Sam's asking manufacturers in this

area to supply extra ammunition and supplies for the Pacific war zones, the coin machine "rumor factory" has been turning out an avalanche of claims and counter-claims revolving about what products practically every firm has in the works for the post-war market.

Sifting out verifiable facts is difficult in many cases since manufacturers are naturally reticent about disclosing their plans when the day of reconversion is still so far off. Enough evidence already is at hand, however, to show a definite trend on the part of major firms to diversify their output when peace comes. In other words, juke and game firms are preping new lines, mostly vending machines, not only to increase production volume, but also to avoid having all their eggs in one basket.

Fact that trend is toward supplemental lines of vending machines is in itself evidence of the confidence manufacturers have in the post-war future of automatic merchandising. This trend had already started years before the war when Stoner Manufacturing Company introduced a line of candy venders and O.D. Jennings, Bally and Mills entered the beverage vending field.

Developments So Far

That this trend will gain momentum after the war already is evident. Outstanding example which already has come to light is the fact that Wurlitzer plans to enter the bulk beverage machine field in the post-war era with a machine that they have been developing for some time. This will be the second departure

of the firm from the juke-box line. The first was Skee-Ball bowling game which the firm marketed in 1936.

Another firm which is eyeing the vending field is J.H. Keeney & Company here. Firm has just purchased the former Majestic Radio plant here and is negotiating for an additional 35,000 feet of adjoining land. J.H. Keeney, president of the firm confirmed reports this week that the firm has a cigarette vending machine ready for the post-war market but details are being withheld until the production lines are ready to roll. Prior to the war, firm turned out games, consoles and auxiliary music equipment.

Several manufacturers of gaming devices who had entered the vending machine field before the outbreak of hostilities have already revealed that they will be back with improved products. Stoner Manufacturing Company not only will be back with their line of Univendors but have both a cigarette and a four-flavor selective bottle drink vender ready for the after-war market. O.D. Jennings, which had a large bottle machine before the war, now has perfected a smaller machine with an 85-40 bottle capacity. Argument in favor of small size is that several small machines will provemore desirable in many locations like industrial plants, hospitals, etc., than one or two large machines.

Mills, which turned out bottle venders exclusively for Coca-Cola prior to the war, will also be in the field after the war with a large capacity cup machine. Bally will definitely be back with

its cup vender and in the games field it has already announced that the first machine to run off its production line after the war will be called Victory Derby. Vendo Inc., Kansas City, Mo., which also manufactured bottle machines before the war for Coca-Cola has in the works a machine which will decap the bottle, pour its contents into a cup and keep both bottle and cap. Firm also has a new change-making coin chute mechanism that will be marketed as part of their equipment and also sold independently.

There has been much speculation among vending operators about the advent of an electric vender. Records show that such a machine was exhibited at the last coin machine convention by H.C. Evans & Company but wasn't placed on the market because its price was regarded as being too high at the time. Now trade rumor has it that this all-electric cigarette vender will probably be back on the market after the war with a number of improvements. Engineers are also reported to be considering the possible adaptation of the machine for vending of packaged foods. Some reports indicate that the machine may become a pioneer in the field of completely automatic merchandising machines. [...]

Arcades Stories

In this section we examine stories related to World War 2 arcades.



One Arcade Open 24 Hours

BALTIMORE, March 20 - The arcade business here is flourishing, according to reports of arcade operators, and although only one large arcade continues to operate on a 24-hour basis, most of them are remaining open from 18 to 20 hours each day.

While the best crowds seem to come in between 7 p.m. and 8 p.m., the arcades enjoy a good business all the time because the defense plants are working three shifts and as each shift comes off a large portion of them drop into the arcades. And since salaries are higher than usual, people are finding more spare change in their pockets, which means more and better business for arcades.



Judge Recommends Whipping Post for Coin Game Thief

HALIFAX, N. S., April 3. - A public whipping post was recommended for Robert H. Westlake, 18, of Halifax, N. S., by Magistrate R. E. Inglis after the youth had pleaded guilty to

breaking and entering a store operated by Mary Keating in suburban Halifax and stealing \$49 in nickels from three pinball machines.

It was disclosed in the District Court at the hearing of the charge that Westlake had been convicted on three previous occasions despite his youth before his recent arrest. Twice he had been found guilty of breaking and entering and once of theft. Pinball machines were his special targets. The magistrate suggested that a whipping post would be more effective in curbing the thieving tendency of the youth than any other punishment. At the Keating store he had broken open the pinball machines, inflicting considerable damage on them, as well as removing all the silver they contained. He was sentenced to one year in jail.

There have been more thefts from coin machines in Halifax than anywhere else in the Eastern provinces, and prosecutions and arrests have not followed all the thefts. In nearly all instances the stores of operators have been broken into after business hours, usually in the early morning, and in all cases the machines have been damaged as well as robbed. Special emphasis has been placed by the thieves on the pinball games, most popular of the coin games, and duly subject to annual license from the city. Phonos have also been subject to attention from the thieves, most of whom

are boys and young men.



Pinball Comes to Front As Record Supply Hurts

PHILADELPHIA April 10. - The past month has found pinball machines taking the lead in the local field, long held by the music machines. Only recently returned to locations when the courts handed down a favorable decision, the pinball operators have been busier than ever. Indicative of the increased activity was the return to the active list of the Philadelphia Amusement Operators' Association, local pinball operators' organization.

While there is not enough equipment to go around, the operators are making the most of available stock and are getting the most out of each machine. The ability of distributors to service operators with replacement parts has been instrumental in returning a large number of machines to locations.

Pinball collections during the past month have been exceedingly high, easily explained by the fact that there were only enough machines to service the choice locations. Even more important is the fact that the return of pinball has brought

back the arcade business, which had been dormant here for more than a year. More pinball operators than ever before are now operating their own arcades. Business at the arcades is exceptionally good, and with a limited number of machines for placement at locations, the arcades now loom as the biggest source of income for some of the larger pinball operators. [...]



Hot Weather Cuts Play, Especially on Pinball

SPOKANE, Aug. 14. - Hot weather has caused more pinball money to go for beer than machines, local operators report. Play fell off heavily in July, as compared with record-breaking receipts during the preceding three months. Despite lack of repair and replacement parts, few machines have been taken out of service.

Music box operators were threatened with business loss this month when an Idaho operator set up several movie machines around in the business district. The 10-cent play machines didn't meet with too heavy patronage however, as business for the juke boxes is still going strong. Before the Idaho operator set his machines here there were only five movie machines in town.

Most of the candy vending machines, both penny and bar types, are off the counters for the duration.



Collections Slump as Fans Tire of Same Old Machines

BALTIMORE, May 6. - Lack of new games is causing lack of interest among local patrons who are getting tired of playing the same, coin machines. Local operators declare each month shows reduced patronage and a consequent drop in collections.

Local operators are doing the best they can in providing games that might interest patrons, but they add this is steadily becoming more difficult.

At least one local distributor has been endeavoring to remedy this situation by rebuilding old games and adding variations. To date, this concern has been successful. Just how long this innovation may continue is uncertain. This distributor reports difficulty in getting enough of the old games that are suitable for the conversion process. Local ops refer to rebuilding as a praiseworthy effort to keep alive customer interest in games.

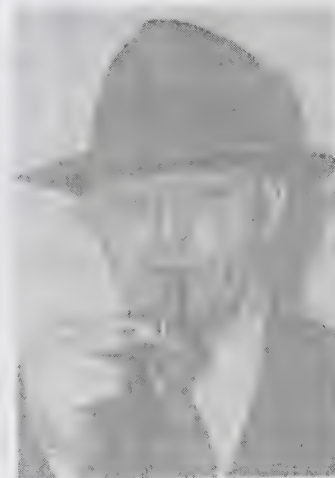


Putting Pin Games Thru Paces Easy for Wild Animal Trainer

Here is the first part of a story about a long time coinman. The story talked a lot about dancing bears, etc. but that has been edited out. Note the mention of "78 Contacts", probably talking about the Pacific Amusements

(PAMCO) game designed by Harry Williams (the first game with a buzzer).

Los Angeles, May 13 - The background of coinman Harry C. Rawlings of this city, would supply material for a colorful novel of pioneering, if not a series of



them. From Colorado gold fields where he was a prospector in 1896, to the Bingo boxes he set out in 1932, Rawlings dabbled in land surveying, law practice, the sawdust and spangles of show business, motion picture production, theatre operation and training of wild animals.

A handful of Bingo games, operated in the Los Angeles area, were supplemented by 78 Contacts, and later by other fascinating game models, as Rawlings expanded his position on the ground floor of another new amusement industry. [...]

When building up his first coin machine route 12 years ago, Rawlings took steps that would help him expand by building goodwill for the industry. Suggesting that an operators association be formed, he says he put

up the first \$5 membership fee to launch the California Amusement Machine Operators Association.

Asked if this was the forerunner of the Associated Operators of Los Angeles County, Rawlings replied, "No they are separate and distinct organizations. ALOAO was started by Curley Robinson. There is a man for you. As long as he heads that association I am with it and for it!"



Contact - PAMCO

see in post-war equipment, survey shows - expect mfrs. to come up with "revolutionary ideas."

C H I - CAGO, July 29.- What do operators want in post-war equipment? Following WPB's announcement over the weekend that manufacturers of coin machines along with other industries could start to work developing ex-

perimental models for post-war production . . . , this question was much discussed in trade circles during the past week. In order to tap operators' "wants" on this subject, *The Billboard* recently queried 500 operators. The response showed that operators have definite opinions on the score and that manufacturers who lend an ear to their suggestions will do much to make the business more profitable and less troublesome. The obvious conclusion drawn from the replies is that operators and the coin machine minded public expect manufacturers to come up with "revolutionary" post-war machines that will make full use of the progress made in the fields of electrical engineering and electronics since the war began.

Over half of the operators

polled gave direct answers and suggestions on the subject of what they want in post-war machines. Other replies had no suggestions to offer or stated they were putting the new equipment problem squarely in the laps of the manufacturers. Suggestions for music equipment led the list with games and "general improvements" about even for second place. Venders held a slight edge over arcade equipment for third honors and about 40 coinmen came thru with ideas for revolutionary equipment.



General Suggestions

Listed in the order of times most mentioned, the following general suggestions popped up most frequently. [see Figure 1]



Phono Op Wants

In the music field, there ranges a wide variety of opinion on the number of records ops want the post-war boxes to play. Several operators would like to see 40-play mechanisms. One wants a phono offering 100 disks. Several want a machine that will play both sides of a record; yet, a far greater number said smaller phonos with fewer records would make just as much money since five or six tunes get most



What Ops Want in New Machines [WPB Experimental Release Spurs Ops' Suggestions]

This is probably the most fascinating article of all presented, from 1944. What is most interesting is that in relative terms, the things the operators wanted 50 years ago are the same things operators want today! However some of things they say seem outrageous when taken out of the context of 1944 and translated into today's environment. I have hilited some of those key points in the text. Also see the general list of 12 suggestions from the operators - relatively timeless!

Operators have definite opinions on what they would like to

Operator's General Suggestions

- 1 Better machines giving less service trouble.
- 2 Higher priced machines to discourage location ownership and "small time" operators.
- 3 Simpler mechanisms with fewer gadgets.
- 4 Better materials for parts receiving most wear.
- 5 Easier access to interior parts of machines.
- 6 More slug protection.
- 7 Relief from clogged coin chutes.
- 8 Fewer new models and higher priced.
- 9 Protection from cheating on games.
- 10 Lower prices, so ops can buy more equipment.
- 11 More flash in games.
- 12 Less flash in phonos.

Figure 1

of the play. Many reported they would like to see a satisfactory substitute for records such as wire, film and tape boxes. Another want is to see a further development of wired music so that a central studio can serve several counties. Others vote for remote control refinements and improvements.

Among other specific post-war improvements phono ops would like to see are: [see Figure 2]

Game Operators Speak

Further development of the free-play or "re-play" feature is desired by pin game operators, along with a playing principle to replace bumpers. Doz-

ens of requests were made for arcade-style equipment to be operated in regular locations. **A great many operators want games simplified so that players can understand them more quickly and reduce maintenance problems. In fact,**

some ops expressed a longing for the return of the plain pin game principles without back glass or scoreboards. A number want unnecessary relay or contact switches eliminated.

Other features ops would like to see in post-war games are drop coin chutes instead of the push-in style; improved method of locking leg adjustments and cheat-proof and slug-proof features. Some mentioned that award mediums are too tight and should give players more of a break. **Many pointed out that a great boon to the operator would be standardization of pin game parts so that they would be interchangeable on all machines.**

Counter games evoked many suggestions, particularly on ways to design them so that they would not fall into the \$100 tax

Phono Op Wants

- Phonographs pre-wired for wall boxes so an op can plug in as many as needed
- Music and speaking equipment that can be installed in the wall of a location
- Phonos without plastics or with unbreakable plastics
- Electric rather than mechanical selectors
- Lighter weight boxes with greater portability
- Higher fidelity with lower volume
- 30-wire remote control
- Adapters on all phonos
- Universal remote-control system
- Models occupying smaller floor space
- A universal coin chute that will take nickels, dimes and quarters in the same slot to be separated inside the machine
- A quality mechanism in small steel cabinet for 30-wire box operation, mounted on rollers, with easy access on all sides

Figure 2

bracket which took thousands of penny counter games out of operation.

Arcade Needs

"More action - more skill - more novelty" sums up operator opinion in the arcade field. Ops pointed out that arcade patrons tire of the same equipment and now ideas must be introduced to keep earnings up.

In particular, many arcade ops stated something must be found to replace pin games and shooting devices in the future even though they are getting good play today. The demand is heavy for equipment that will test intelligence, ability, skill, strength, memory, etc.

Vender Desires

Vending machine operators generally would like to see machines of larger capacity with further mechanical improvements and refinements that would reduce service calls. Improved slug detection and non-clogging coin chutes got most votes along with easier access to interior parts and mechanism to facilitate repair and adjustment.

Some of the machines which vending men would like to see introduced included: [see Figure 3]

New Machine Ideas

Of the suggestions for totally new equipment, television received the most mentions. One of the tele-minded ops wants a "combination phonograph and television machine to be operated with

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music and the pic. All favor selectivity and most votes were for 20 selections. Film-phonos using film sound tracks were mentioned by a number of operators.

Several operators mentioned that they were working on new ideas for coin-operated equipment. Several stated their ideas had been accepted by manufacturers for post-war production. A few want to bring out their own machines. A number hinted that they had something "hot in the works" but withheld information on their ideas as they intend presenting them to manufacturers.

nickels for records and 10-cent play for tele." Variations of present movie machines were suggested, too. A large number of ops said they wanted a nickel-play, selective movie machine with a sound track. Some suggested a nickel slot for the music only and a dime play for both

Vendor Desires

- Ice cream bar venders
- Refrigerated candy bar machines
- Combination cigarette, candy and gum vending machines
- Candy cabinets with 5, 10 and 25 cent selections
- More rugged vending machines for factory installations
- Selective bottle and cup drink venders of larger capacity

Figure 3

Humorous Stories

Here we get to chuckle a bit at some of the odd things that can happen to people when they get involved with pinball and arcade games.

* * *

Unexpected Results

A pinball player in New Orleans recently got more than he bargained for when he stepped up to play a pinball machine, according to the Little Rock Gazette. As he pulled back the plunger of the pinball machine with practice finesse and shot the works, matters went somewhat out of control. A taxi collided with a bus outside and threw a wheel, which came bounding through the window to score 40,000 points right on the player's head. He went to the hospital for treatment of minor lacerations.

* * *

Too Bad, Teacher

According to the *St. Louis Globe-Democrat*, during a study period at one of the schools in that city recently, a boy began edging around the room, collecting nickels and dimes from his fellow pupils. The teacher saw him and ordered him to sit down, adding, "That'll be two points off your conduct grade for the month".

The teacher got no Christmas present from the class, for that was why the boy was collecting the money. Instead, the youngsters got together after school and spent what they had collected in a pinball machine and juke box down the street.

* * *

Shot in the — Arcade!

Salt Lake City, July 29 - Seems that Stewart's Pla-More arcade here did not furnish enough targets to suit one GI who wished to try his powers as a marksman.

When GI Joe ran out of things to hit with the air-gun he took aim at the pretty cashier and as a result she will be making change standing up for some time.

After having told the sharpshooter to point the gun in another direction she resumed her duties. However, "Sgt. York" of World War II, decided to hit the bull's eye again and this time the object of his aim called police. He employed a strategic retreat. She works standing up, and Stewart's is going to install a bullet-proof change booth, not to guard against robbers, but to protect their lovely target.

* * *

Stoner Vice-President Buys New Ranch Home

Chicago, April 14 - When C.R. Adelberg, vice-president of the Stoner Manufacturing Corporation, bought a beautiful ranch-type house in Sugar Grove, Ill., recently, he was the envy of all his friends. And when he had announced that he had acquired



a handsome riding horse, the boys at the plant decided some appropriate gesture was in order. Since they agreed that one horse was hardly sufficient for a gentleman rancher, they determined to find a fitting companion to share the Adelberg stables.

Then Adelberg invited them all to a housewarming - which seemed a particularly happy opportunity for the presentation of a suitable equine symbol of their esteem. They located one such symbol . . . but he fell victim to the ravages of time before the party. In time, however, the boys located a perfect specimen - so they said.

The night of the housewarming arrived - and with it Harry Stoner, repleant in boots, red flannel shirt, 10 - gallon hat and six-shooter. Stoner made a touching little speech. He told of the genuine enthusiasm with which Adelberg's associates joined in presenting to him the champion "Black Gold". He produced a lengthy pedigree relating the feats of this remarkable steed and concluding with the achievement wherein he reached the pinnacle of his fame - the "Blue Award in the Proctor & Gamble event".

The party then moved outside, where Black Gold, tethered to an ancient dinner bell, awaited his new master.

Let us say only that Adelberg was moved beyond words by the gift. (At least he was speechless for about three minutes). But he expressed himself at some length later when it became clear that, although the guests were leaving, the venerable Black Gold was staying right there!

A last reports, the Adelbergs were resignedly sharing their sugar rations with Black Gold. They figure that, come the spring rains, they can keep him on the front lawn and use the valley in his back for a bird bath.



Critics Again Lash Out at Candy as Cause of Tooth Decay

The above caption is funny in itself. We tend to take a lot of things for granted and it takes a story like this make us appreciate where we came from. Nothing whatsoever to do with pinball, just interesting. The story is from November of 1944.

Chicago, Nov. 4- Just when the vending machine trade was rejoicing at recent scientific approval of candy as a modern food by the important American Association for the Advancement of Science, three separate thunderbolts of criticism against candy came from the dental profession during the last week of October.

For many years the medical and dental professions have at intervals criticized the use of candy, especially for children. The dentists always say that candy has much to do with causing tooth decay. In recent years members of the more basic scientific groups have shown the tendency to strongly favor candy as a very wholesome food and having a very useful place in the American diet. [Just imagine: "Johnny - eat your jelly beans or no broccoli!" "Ah mom . . ." - Terry] But apparently the dental profession is still unconvinced that candy is as good as it may seem, for leaders in this field are quite prolific in their statements that candy does cause tooth decay. [...]

General Interest Stories

The stories on these pages are of general interest. Most are pinball related of course but others show life in general during the war period.

arched peacocks, the colors of which slowly graduated thru all colors of the spectrum."

* * *

* * *

Guest Writer Plugs Slots

The Florida State College for Women has a weekly newspaper entitled *Florida Flambeau*, and Staff Sergt. Jack Warfield, a former Cleveland newspaperman, recently wrote their column "Hot Buns" as a guest writer. The following were his two opening paragraphs:

"NIGHT SONG: The soldier dug in his pocket for coins, found a nickel and nourished the pinball machine, which promptly gave birth to five balls. The cafe was steaming with cigarette smoke. Now and then beer chuckled from bottles into glasses. From a juke box filtered the song of a blues crooner singing in a despairing way about the sorrowful South.

"The first ball raced up thru the aim-thru and zig-zagged drunkenly back to its rack, leaving in its wake the staccato clangs of a bell and flashing of lights. It was a bizarre machine decorated with flags, race horses, confusing numerals, triangles, circles and squares. It was almost as bizarre as the juke box which sponsored a glass-enclosed fountain and two

* * *

Ball Players Warm Up on Pinball

The St. Louis Browns, in training this spring at Cape Girardeau, Mo., are missing their usual springtime Florida activities, such as deep-sea fishing but, according to a picture and story in the St. Louis Globe-Democrat, March 22, are whiling away the time very enjoyably. The picture showed 5 ballplayers rooting for a sixth, Pitcher Bob Muncrief, as he tried his luck on a pinball machine.

* * *

Pinball Trains Hero?

March 22d issue of Life magazine carried the story of Al Schmid, the marine who killed 200 japs on Guadalcanal before they put him out of action with a hand grenade. One of the pictures accompanying the long story shows Corporal Schmid at a bar during one of his weekend leaves from the hospital where he is currently being treated. The caption says "He had 50 beers coming from playing pinball machines before he joined marine corps."

Pinball Wind Vane

Thanks to pin games and a boy's ingenuity, Technical High School in Springfield, Mass., has a anemometer wind vane that tells not only the direction of the wind but its velocity as well. According to a feature story in *The Springfield (Mass.) Daily News*, the meteorology classes are enjoying their complicated gadget now and not after the war because one student who does electrical work after school did an emergency job on some pinball machines for the Becker Novelty Company.

He knew his classes needed relays to connect the vane on the roof with an indicator in their classroom and with another one in the main hall of the school. Working on the pinball machines, he thought the relays in them took an awful lot of punishment from the public, so why couldn't they be hooked up with the wind vane. Becker Novelty Company heard of his idea and forthwith donated four machines to the high school so the student, Albert Gauthier, could put the relays into a remote-control panel. When a city electrician hooks up the rest of the job, all the students can watch eight electric lights change as the wind changes and note the speed of the wind on another instrument. *The Daily News* story mentioned that Gauthier works regularly for

the Melody Phonograph Company after school and on Saturdays, servicing radios and repairing juke boxes.

What with dehydrators from slots, reported here some time ago, and now wind vanes from pinballs, looks as if the products of American coin machine manufacturers are becoming to the industrial field what soybeans are to nutrition.



Pinball Dance

Inspiration for one of dancer Eleanor Powell's numbers in her new movie, *Sensations of 1944* was a pinball machine. One Hollywood columnist we caught in Chicago Daily News said she and electrician Phil Braun dreamed up the novel idea and worked on the setting for six weeks. Every time Eleanor (she's the ball) gracefully hits one of the "pins," it lights up. Yeah, but who tilts the table?



More Women Seen in Arcades; Most of Them Prefer Pinball

I found this to be a very interesting story. Too bad the trend discussed did not carry through for another 50 years or so.

BALTIMORE, March 18. - There has been a noticeable gain in women arcade patronage here. This is another indication

of how women are steadily "usurping" the place of men in many activities. This is felt to be but a logical trend in view of the war conditions.

It is pointed out by operators that woman patronage for a long time had been a rarity at local arcades. The number of such patrons is still nothing to write home about, but the fact that it is beginning to make itself more felt is indicative of a trend in that direction. Of course there is some skepticism as to how this patronage may shape up.

*... the
majority of
women show
a partiality to
pinballs.*

For the most part, women patrons accompany male companions, although unattached women patronize these establishments. Local arcades which present an inviting outward appearance supplemented by an attractive interior attract the feminine contingent. With some renovating and improvements other arcades, it is pointed out, could attract more women patrons than they have.

While some women try their hand at the pistol ranges, in the establishments which operate them, the majority of women show a partiality to pinballs.

Arcade operators here hope that the feminine trend will continue, as they believe this will help to invite additional male patronage.



Pin Game To Be Featured in Pic On War Hero's Life

Here's another story on war hero Al Schmid [see story on previous page]. Anyone ever seen this movie? What game was featured?

PHILADELPHIA, April 8. - A pinball machine will be highlighted in the forthcoming movie, *This Love of Ours*, starring Johnny Garfield. The picture is based on the life of Sgt. Al Schmid, local marine hero, who lost his eyesight and won a Distinguished Service Cross for his heroism during the early fighting days on Guadalcanal.

Vincent Sherman, movie director for Warner Bros., arrived here last week to gather background material for the movie. In company with the marine hero, he visited all the places in the city where Sergeant Schmid spent his time before going in uniform and getting credit for bagging 200 Japs on Guadalcanal in August, 1942.

Among the places Sergeant Schmid took Sherman for the background material was a taproom in the Tacony section of the city. Here, the marine hero revealed his popular pastime was in playing the pinball machine. And so the pinball skill of the marine hero will be incorpo-

Federal Tax Collections for Coin Op Amusements

State	1943	1944SSR
=====	=====	=====
Alabama	\$83,514	\$57,599
Arizona	69,035	124,989
Arkansas	75,986	89,966
California	857,819	1,382,188
Colorado	72,065	106,646
Connecticut	108,133	145,278
Delaware	18,930	20,861
Florida	172,694	312,585
Georgia	169,410	382,674
Hawaii	27,352	41,649
Idaho	175,576	303,422
Illinois	676,194	1,429,713
Indiana	275,883	516,697
Iowa	218,369	373,217
Kansas	135,410	244,724
Kentucky	201,895	372,944
Louisiana	441,203	946,643
Maine	24,066	35,928
Maryland	288,572	466,996
Massachusetts	138,704	179,850
Michigan	310,819	374,884
Minnesota	489,830	793,677
Mississippi	174,627	346,877
Missouri	170,356	200,526
Montana	73,969	199,651
Nebraska	71,043	141,166
Nevada	173,070	352,478
New Hampshire	35,601	38,391
New Jersey	149,162	214,522
New Mexico	40,774	35,860
New York	426,059	700,933
North Carolina	43,052	94,686
North Dakota	21,964	47,503
Ohio	690,958	1,219,467
Oklahoma	23,972	48,024
Oregon	233,018	422,313
Pennsylvania	633,184	1,435,476
Rhode Island	29,509	43,020
South Carolina	41,225	87,112
South Dakota	23,253	60,227
Tennessee	84,825	124,420
Texas	360,366	726,404
Utah	86,721	168,089
Vermont	13,759	23,099
Virginia	96,557	194,505
Washington	648,306	1,086,529
West Virginia	163,273	291,957
Wisconsin	847,160	1,288,962
Wyoming	99,829	171,132

Table 2

rated in the movie.

❄ ❄ ❄

Distributor Comes To Aid Of Sailor by Offer Of Three Pin Games

CHICAGO, July 29.- Thru *The Billboard*, the appeal of a sailor for amusement machines to be used by his ship mates aboard the aircraft carrier Ticonderoga, received prompt action from Ben Axelrod, Olive Novelty Company, St. Louis.

Axelrod reports his company has already written Yeoman John Helquist, c/o United States Fleet Post Office, offering three pin games.

In the July 29 issue of *The Billboard*, Helquist's letter asking for contributions of amusement

equipment, was published. Axelrod says all that is necessary now is for the seaman to indicate the place he wants the games shipped and that Olive will send them immediately.

Yeoman Helquist had been appointed by his commanding officer to take charge of equipping a recreation room for enlisted men aboard the warship, and any other coinmen interested in supplying amusement equipment can address: John Helquist, Y2/c USNR, c/o Fleet Post Office, New York, N.Y.

❄ ❄ ❄

War Revenue Shown State by State in Federal Tax Report

The following list of coin-op tax revenue [see Table 2] tends to show the distribution of equipment in service by state. As you can see for 1944, revenues were up, with the following states paying over \$1 million in taxes (in order):

- Pennsylvania (\$1,435,476)
- Illinois (\$1,429,713)
- California (\$1,382,188)
- Wisconsin (\$1,288,962)
- Ohio (\$1,219,467)
- Washington (\$1,086,529)

For comparison, following are the bottom 6 in taxes collected:

- Delaware (\$20,861)
- Vermont (\$23,099)
- New Mexico (\$35,860)
- Maine (\$35,928)
- New Hampshire (\$38,391)
- Hawaii (\$41,649)

WASHINGTON, Sept. 9. - Federal tax collections on coin-operated machines for fiscal years ending June 30, 1943, and June 30, 1944, by states, as follows: [Table 2].

* * *

Sugar Shortage Forcing Candy Mfrs. To Close

A continuation on the sugar shortage story from late 1944.

NEW YORK, Nov. 4.- Several candy manufacturers in this area are reported to be closing because of the sugar shortage. Some representatives of candy factories in this area recently attended the vending machine conference held in Chicago and they reported at that time that the 50 per cent set-aside order was taking all their production.

Candy manufacturers say that the present sugar shortage is due to several factors including a reduction of sugar imports, disrupted shipping facilities due to the recent hurricane and the use of ships that regularly carry sugar for other purposes.

Raw sugar stocks at Atlantic ports have been cut from about 200,000 tons September 1 to a little more than 100,000 tons, but, it was pointed out, stocks in the South are being increased thru harvesting of the Louisiana and Florida cane crops, and the arrival of new crop beet sugars in the Middle West, which is lessening the demand from that area

on Eastern refiners.

Jobbers continued to press orders in an effort to maintain stocks in the civilian market and an even running supply in stores. Industrial users are being supplied on a priority basis, with the baker and cereal manufacturers taking precedence over soft drink manufacturers.

* * *

Slot Machine Census

This is another non-pinball trivia tidbit. This one shows where all the slots were in 1944.

The State-by-State census of slot machine parlors which paid U.S. taxes in 1944 follows: [see Table 3].

Census of Slot Machine Parlors in 1944

Alabama	115	Montana	751
Alaska	105	Nebraska	358
Arizona	625	Nebraska	1,016
Arkansas	356	New Hampshire	178
California	7,737	New Jersey	247
Colorado	465	New Mexico	155
Connecticut	467	New York	1,096
Delaware	49	North Carolina	197
D. of C.	21	North Dakota	81
Florida	1,713	Ohio	5,114
Georgia	1,494	Oklahoma	27
Hawaii	51	Oregon	2,447
Idaho	1,370	Pennsylvania	3,992
Illinois	7,231	Rhode Island	180
Iowa	1,356	South Carolina	370
Indiana	1,169	South Dakota	191
Kansas	1,188		
Kentucky	1,200	Tennessee	255
Louisiana	5,926	Texas	4,281
Maine	50	Utah	713
Maryland	2,039	Vermont	77
Massachusetts	445	Virginia	614
Michigan	940	Wash. D.C.	5,053
Minnesota	4,651	West Virginia	1,178
Mississippi	1,842	Wisconsin	5,596
Missouri	260	Wyoming	784

Table 3

Legal Issue Stories

Pinball has always been perceived by some factions of the public as an evil game, designed to drain money away from unsuspecting youths, corrupting them for the rest of their lives. Then there is the seedy gambling aspect of the game - formerly hard working sluggos throwing away their meager earnings in the hopes of the big payoff from the marble games, only to lose it all and see their marriages, their lives, their very essence destroyed by the game they call ... pinball!

On these pages we show some of the stories related to court cases and legal issues that seemed to pop up on a regular basis.



Judge Delves Into Pinball

District Judge Harvey L. Neelen is mechanically inclined, and has the inquisitiveness that goes with that inclination. Which prompted his order Wednesday afternoon that a pinball machine formerly in a tavern be produced in court. Patrolman Joseph Zinner had gone into detail in explaining how he won a nickel playing the machine the night of November 22, while in plain clothes.

Leaving the bench, Judge Neelen became Mechanic Neelen. With a screwdriver, Neelen removed panels to reveal the inner works. There was no dial with numerals at the place where Patrolman Zinner had said

the numeral 100 had flashed to win him 5 cents.

Defense witnesses had previously testified the machine did not pay off.

Judge Neelen dismissed the charge of violating the pinball ordinance preferred against John Danko. He was named defendant because he has the license.



New York Mayor Runs Into Court Obstacle When His Crusade Ends Up in Fight Against Bank Night

This Jan. 1943 story involves infamous New York mayor La Guardia and his fight against "screeno" (a gambling card game similar to bingo I think). What pinball fan can ever forget the fabled shot of him pushing over a pinball machine as he rampaged about saving New Yorkers from the 4-legged gambling devices.

New York, Jan. 9 - Mayor La Guardia's crusading has finally brought him to the place where he must grant some concessions to screeno as used by motion picture houses.

The mayor started his crusade against pinball games and banned them from the city. Then he graduated to a crusade against bingo that involved the churches and was the subject of much publicity in the newspa-

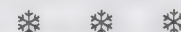
pers. The bingo crusade ended in what might be called a draw. It lead to a drive against screeno as used in movie houses throughout the city. Theater owners were much better organized than either the pinball firms or the backers of the bingo games, so they promptly went to court in defense of screeno. [...]



Enjoy Free Plays

Washington, Feb. 6 - Nama Shadid, owner of a delicatessen here, was acquitted recently on charges of violating the gaming laws. He was arrested August 6 after a policeman had operated a pinball machine in his store and been rewarded with a free game for high score. Then to prove the point that this was gambling the prosecution brought the machine into court and not only allowed the jury to play it but furnished them with slugs with which to play.

Where the slugs came from the prosecution wouldn't say, but the jury seemed to enjoy the play and they didn't seem to think they had gambled.



Los Angeles County Repeals Restrictions on Pinball Games

Note the interesting "anti-crusader" slant of this story.

Los Angeles, Feb. 6 - Following discussions of the pinball question for several days, the Board of Supervisors of Los Angeles County January 26 voted 3 to 2 to remove restrictions in the present ordinance which forbids licensing machines within 1,000 feet of any school.

The issue served to arouse the well-known crusaders against pinball, including those who had engaged in the fight the lasted for more than a year in the city of Los Angeles. [...]

Charges were made during the discussions that operators of pinball games contributed heavily to campaign funds, including members of the board. [...]

In requesting the repeal of the 1,000 foot limitation, Supervisor Jessup declared he had made a tour of the stores operating the pinball games and found no gambling going on where they were set up. [...]

Accusations were made against pinball games in the usual crusader style. One speaker said that pinball machines were taking in an average of \$25 per week. Another supervisor said this meant that the total take in pinball per year would reach close to \$3,000,000. [...]

A well-known political newspaper in Los Angeles used strong crusader language in condemning the action of the board in removing the 1,000 foot restrictions. Another speaker said that there are about 2,150 pin-

ball games operating in unincorporated parts of the county. The chief arguments of the opposition were that pinball machines increased juvenile delinquency and taught children to gamble.



Court Decision Returns Pinball to Philadelphia

Here is another story about machine confiscations and repeals.

Philadelphia Feb. 6 - After many months of watchful waiting, during which time the industry was virtually "frozen", the legal light was given for the return of the pinball machines in Philadelphia and to the rest of the State as well. [...]

The pinball machines have been in retirement in Philadelphia and in most parts of Pennsylvania since last March, when the State Superior Court ruled the common types of pinball machines as gambling devices. However, on January 28 the Superior Court, sitting in Philadelphia, handed down another ruling which, the operators say, reverses it's previous decision.

The return of pinball machines is based on this latest decision, written by Judge Charles E. Kenworthy in an appeal from a lower court order for the destruction of the pinball machines seized in Erie and Butler counties in the western part of the State. The Kenworthy decision holds that the police in Erie and Butler counties cannot destroy the machines because

no proof was offered that the players were paid with cash or merchandise. [...]

Meanwhile, the pinball operators, inactive for so many months, are now busily engaged in tuning up and polishing off their machines, which have been in storage, and are beginning to renew their location contacts. Councilman Egan also intimated that the association will ask Judge Byron A. Milner ... to order the return of more than 100 pinball machines the police seized during the ban. The police department had petitioned last spring for an order to destroy the seized machines, but Judge Milner withheld decision, presumably pending the outcome of the Erie-Butler appeals. [...]

The Philadelphia operators withdrew an estimated 5,000 machines from circulation last spring. Councilman Egan said, however, that because of a scarcity of parts and skilled labor the pinball operators will be lucky to get 500 or more back into operation.



Pinball Gremlin Hovering Over Los Angeles!!

Los Angeles, June 12 - Shades of all the evil in pinball games floated over the city council once again the first week in June. Reports were received by council members that a "pinless" pinball game was being played in the city, and some of the members immediately began to ask

for amendments to the ordinance which bans all pinball games.

Two council members were particularly disturbed by the new game, and they told other council members that the new machine was like a metal ski-ball game but instead of pulling the plunger as in the old pinball, the player rolls the ball down with his hand.

Complications arose when the city attorney submitted a ruling on the new games stating that in his opinion they did not violate the anti-pinball ordinance now on the books. The stalwarts that have been opposing pinball for years informed the city attorney that anyone can gamble on these new machines just as easily as they could on the standard type of pinball.



Governor Refuses To Allow Machines In Maryland County

Nasty people these Maryland folks.

Baltimore, June 12 - The measure known as House Bill 746, to license pinball machines in Prince George's County, was included in the group of bills vetoed by Gov. Herbert R. O'Connor which had been passed during the 1943 biennial session of the Maryland Legislature. This measure provided that after June 1, 1943, no person, firm or corporation would be permitted to keep, maintain, operate or distribute, or lease for operation in Prince George's County for pub-

lic entertainment or gain an unlicensed pinball machine or game played with balls and plungers by using coins. The measure called for an annual license fee of \$25 for each machine.



Anti-Pinball Mayor Didn't Stop Crime!

This mayor must have been related to Mayor La Guardia of New York don't you think?

Los Angeles, Sept. 11 - Mayor Fletcher Bowron, who conceived the great plan of stopping crime and vice in a big city by banning pinball games, is having more troubles. This time it seems it is a disagreement between the mayor and the district attorney for the city. The district attorney now charges that there are reports of widespread gambling and other vice in the city and he thinks the mayor is to blame for these bad conditions.

Newspaper stories of the present unfavorable situation have mentioned the names of men who have opposed the mayor in his former crusade against pinball games when he assured the voters that if licensed pinballs were driven from the city, it would take its place as one of the cleanest cities in the United States. Since that time there have been many reports of increasing crime and vice conditions of all kinds.



Circuit Court Judge Says Pinball Constitutes Sport

Following is a long drab legal blah blah on a St. Louis pinball case. It is interesting in the level of detail that the lawyers and judge went to to describe the innocent game of pinball. I never knew it was this complex....

Editors Note: The judges decision in the famous St. Louis "free-play" game case is reproduced in part in this issue since many trade members will want to file it for reference purposes. In this case, which resulted from efforts of McCall Novelty Company last fall to recover pin games which had been seized while in storage, Circuit Court Judge W. L. Mason ruled that playing of a pinball game constitutes a sport that is entertaining for the mere sake of the game itself without any regard to anything won or lost. The decision follows:

A number of pinball machines were introduced in evidence and their operation described in detail. There was also evidence that at various locations pinball machines of the same description as the ones introduced in evidence were played by various witnesses and instead of being allowed to play free games on a winning combination, the witnesses were paid off in money.

There was also evidence to the effect that the pinball device or game represents an amusement or recreation which is worth while and attractive to many people in end of itself regardless of whether any money

or property may be won or lost or regardless of whether anything may be won.

Some of the police officers, placed on the stand by the complainant, testified that a high degree of skill may be attained by the player of the machine by the manner in which the lever is manipulated so as to affect the result. One witness actually demonstrated that he could select certain pins to be struck on various parts of the board and on two trials was able to strike two out of three of the pins selected.

The pinball machines involved in the inquiry, according to agreement by counsel on both sides, were all of the same general character and, operated on the same general principles as the ones actually demonstrated, explained, and shown to the court. Such machine consists of a small table with its surface slanting upward from the end at which the player stands at which is equipped with a plunger which he manipulates, striking therewith some balls, which are knocked toward the upper end of the table and they rebound and roll back toward the lower end with landings that are directed by the obstructions on the surface encountered by them on their return. Those obstructions are bulbs or other sorts of bumpers, and when touched by the ball in returning to the lower end of the table, will light up. The player deposits a nickel in the provided place for that purpose before commencing, and if he succeeds in bringing about a prescribed result with the five shots which he is allowed for his nickel, he wins the right to a re-

play and perhaps, if he scores high enough, he may be entitled to more than one replay. If, on the replay, he is again successful in making the required score of points, he is entitled to a second replay, and so on.

However, each machine involved in this inquiry is equipped with a button and when a winning score is indicated, merely pressing the button the machine

The evidence showed that the metal balls ...differed slightly in weight, ... to the extent of ... thirteen one-hundredths of a gram.

can be adjusted so that it does not automatically allow free games but on the button being pressed the indicator returns to zero and cannot be played without the insertion of a nickel.

The evidence showed that the metal balls used in the operation of the machines offered in evidence differed slightly in weight, measured by the metric system, to the extent of a fraction of a gram, to be exact, thirteen one-hundredths of a gram. [...]



Pinballs Come Under Police Scrutiny in Salt Lake City

Salt Lake City was not immune to anti-pinball movements either in this 1945 story. At least they were only trying to stop minors from playing.

Salt Lake City, April 14 - A local drive has been started here to prevent the playing of pinball games by minors.

Police are checking the various locations in which pinball games are located and are notifying the owners that they must stop children from playing the games. No official objection is being made against the games in any establishment, provided minors are not allowed to play.

Police officials say that if any drugstore or other locations having pinball games permits minors to play them that the business license of the establishment may be canceled. They say that this step would not be exactly legal except that any establishment can be declared a nuisance if it permits children to play pinball.

Humor

Laughter cures all that ails you so they say (whoever "they" are). I haven't come across too many old comics or cartoons with a pinball or amusement game angle to it surprisingly. I've got a couple of hundred Sad Sack cartoon strips from WW2 and nary a mention (I guess Sad Sack was too busy peeling potatoes). Nothing in Dotty Dripple either (this was a strip along the same lines as "Blondie").

Anyway, included here are some of the cartoons I've come across.

Pfennig Arcade

This cartoon (right) is very detailed. It ran in *Yank, The Army Weekly*, in the August 6, 1943 issue. According to *Billboard*, "Every arcade machine has from the peep machine to the target gun been remodeled to make sure Hitler's 'super-men' will really die laughing." The cartoon text is very hard to read so I'll repeat it here. At the top it says: "Don't get frightened. This is Sgt. Ralph Stein's booby trap de luxe, a special penny arcade for German soldiers only." Refer to the numbers under the picture for the other notations.



- 1 This dope's next of kin will get the Iron Cross when he hits the jackpot, which is really a mortar.
- 2 The Nazi colonel is very virile but he won't be after he gets a taste of 16,000,000 volts.
- 3 Won't Hans be surprised when the live ammunition goes through the screen, exploding the naval mine...
- 4 Pfc. Schnall loves filthy movies. When he turns the crank, a mechanical hand bops him with a grenade. Thrilling?
- 5 This guy is too strong for his own health but wait till he rings that big loud gong.

They'll Do It Every Time



This syndicated cartoon ran March 9, 1943, portraying the operator of an immense crane in a war plant amusing himself when off duty at playing a coin-operated crane.

a ring she had been wearing ... from the Bulgarian crown jewels ... her husband won from King Boris on a pinball machine.

It Never Fails was also a syndicated cartoon. This cartoon would have been published in late 1942. It shows juke box competition to the max.

The Wake of the News



This cartoon has quite an interesting story behind it. It ran in the Chicago Tribune, 57 years ago on January 25, 1941 and was created by Arch Ward. The story with the cartoon is as follows:

The wife of the United States minister to Bulgaria, George Earle, recently denied a report current in Philadelphia that a ring she had been wearing contains an emerald from the Bulgarian crown jewels which, it was rumored, her husband won from King Boris on a pinball machine. I doubt that there is anything to the story, but if it is true it certainly is a precedent-breaking event. It probably would be the first time in international history that an American diplomat ever won anything.

It Never Fails



The WW2 Conversions Game List

Introduction

On the following pages you will find what I believe to be the most comprehensive list of pinball games produced or converted during the WW2 period. A lot of manual tedious scanning, checking, verifying, compiling, editing, guessing, etc. was done to produce this list. The starting point of this effort was the fantastic efforts of Donald Muetting and Robert Hawkins, who created the original *Pinball Reference Guide* back in 1979, and followed it up with the benchmark *Pinball Collectors Resource* (referred to here as "PCR" - ISBN 0-9623962-0-6), published in 1992.

This book is *the* definitive list of every pinball game ever created. However, with close to 4,000 entries, it is not perfect nor is every game included (and in some cases, some non-pinball entries have made their way in). At the back of the book is a list of all games ever converted, including WW2 conversions. The list contains the name, manufacturer and date of the converted games, plus the names of the games converted from.

Methodology

I took this PCR conversion list as my starting point. I then used all of the *Billboard* magazines at my disposal and carefully scanned each page of each issue looking for potential updates. Each issue contained many ads from distributors, operators and manufacturers, listing newly created games and conversions or conversion kits, along with a vast amount of used equipment for sale. Occasional articles also mentioned rel-

evant info related to games produced.

So, after much note taking, photocopying and PCR book referencing, I had my list of updates and additions, etc. My first objective was to take the existing conversion list as published in PCR and expand it slightly to include more detail on the games used for the conversions. Thus my list includes not only the name of the game converted from but also the manufacturer of that game and the year it was originally produced.

I was quite happy to come up with about 125 updates or additions to the original list. It is quite possible that I've introduced some errors or inaccuracies myself, but every update is accompanied by a specific *Billboard* issue and page reference, allowing the reader to come to his/her own conclusions where there is any doubt as to the validity of the entry or update.

What the List Actually Includes

I was uncertain as to what should be included in this list. Converted games only? All games from Sept. 1, 1939 to Aug. 1945? All games from Dec. 7, 1941 onward? In the end, I settled on all pinball games produced from approximately April 30, 1942, to Dec. 31, 1947, with the exception that any games produced in 1946 or 1947 had to be conversions (since they would be converting from the same pre-war game stock as earlier efforts in theory). The April 30, 1942 date corresponds to the date in which American manufacturing was shut down and totally converted to producing materials for the war effort. Hence, all games produced up to pretty much the end of 1945 are conversions or transformations of other games, al-

though this is not known for sure.

For example, some Marvel ads didn't mention that they were converted from other games. Perhaps they were original (probably not)? Folks who own a Marvel game or recognize playfield layouts could contribute some information here. For example, I have been unable to match the Marvel *Baseball* playfield to any other game.

Understanding the Codes

Each entry in the list has a description field included in it. Although the field is free-format, there is a set format for describing updates and additions to the original *Pinball Collectors Resource* entries. If the list entry represents an update to the PCR list, the first character of the descriptions field will be an asterisk (*). This is followed by a series of one or more descriptive codes separated by commas to indicate what it is that is updated from the PCR book. Table 1 on the following page lists the codes used.

Following the codes, will be a space followed by the justification for the update. Universally this means the edition of *Billboard* ("BB") in mm/dd/yy format followed by the page number. If several issues were used to justify the updates, the other issues will follow separated by commas and spaces. There are also a couple of references to the "Bally Game List", for some Bally games not listed in PCR but in the poorly photocopied and widely distributed list of Bally games that many people have.

These formatting and codes makes it possible to programmatically update any existing online databases. Other

Type	Description
new	this is a new entry that doesn't currently exist in the PCR list
date	the date that the game was first manufactured or produced or made available (in the case of a conversion kit).
from	the game converted from has been changed or added (when it was previously unknown)
mfr	the game's manufacturer field has been updated
name	the name of the game has been updated, where the PCR entry had it spelled incorrectly or had a minor deviation from reality (e.g. Whack the Jap instead of Whack the Japs)

Table 1 - Game List Update Codes

shorthand notation found includes "5bfpg" for "Five Ball Free Play Games". If this code appears it means the new entry was listed in an operator ad under that heading, meaning for all intents and purposes it should be a pinball game.

The manufacturer code id's used are the same as used in the PCR. Only one new code was added - SNA for Sullivan-Nolan Advertising.

Notes

It is important to understand that these updates are not cast in stone as being absolutely correct. They represent **my best judgement only!** Consider the following points:

1 When setting the fields representing the original game manufacturer

When an operator's or distributor's ad mentioned a pinball machine that wasn't previously listed, care was taken to determine if a) the name of the game in the ad was in fact correct, and b) was it really a pinball machine. There were countless cases where ads list games with incorrect names or abbreviations. There were also a lot of ads which lumped non-pinball games in with pinballs (e.g. they were probably ar-

cade shooting games, etc.). For example, one late 40's ad by an operator named two potentially new games: "Old King Cole" and "Merry Old King". But common sense told me that these were most likely Gottlieb's *King Cole*.

3 If a potentially new game appeared in an operator's list of supposed pinball games, a check was done to ensure that all other games listed were also true pinball games.

4 For the numerous entries in which the production date has been updated, this date must be considered in many cases to be the earliest reference date as opposed to the actual production date. So it provides a "not later than" bound on the date. Some dates were "improved" by as much as 3 years, while others were only modified by a month. Several other games had no date listed at all. Keep in mind that I do not have a complete library of *Billboard* magazines, so that some gaps in issues

2 Common sense was used when finding new previously unlisted games.

★ Attention Operators ★
 We Are Now Refurbishing and Rebuilding

SPORT PAGE BLUE RIBBON	} into	"CHALLENGER"
THISTLEDOWN SEA BISCUIT	} into	"RACE KING"
GRAND STAND GRAND NATIONAL PACEMAKER	} into	"WAR ADMIRAL"

A New and Better Game Here!

All Games Tested and Proven for Profits

SEE YOUR DISTRIBUTOR OR WRITE DIRECT!

SULLIVAN-NOLAN ADVERTISING CO.
 527 WEST CHICAGO AVENUE CHICAGO, ILLINOIS

Refurbishers & Rebuilders of *Bally* 1-Ball Payout Games

WANTED: To Buy Your Old Thistledowns, Sea Biscuits, Grand Nationals, Grand Stands, Moscos and Triumphs. Advise price, quantity and condition.

BUY U. S. WAR BONDS AND STAMPS

A conversion ad put out by Sullivan-Nolan Advertising with a matrix of game conversion possibilities. Calling themselves "Refurbishers and Rebuilders" of Bally games, lends evidence to the idea that they were in the conversion business too.

will provide less than completely accurate dates.

5 There were several types of "conversions" performed, and all are considered valid here. Some companies took in old games and completely made them over at the factory. Other companies, such as Victory Games, produced kits allowing operators to revamp their own games. Then there were the "backglass only" conversions done by companies such as Glickman. While the conversion kits were targeted at specific existing models only, I did see one ad saying something like "Jap conversions of the above games \$7.50". The ad listed about 100 pinballs, which leads me to infer that there could theoretically be hundreds of converted game permutations out there that are not documented here and may be "one offs"!!

If You Have Updates...

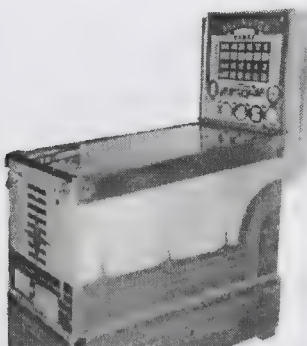
If you have any updates to this list, please let me know what they are! Let's make this list accurate.

Observations and Mysteries

A few observations here about the game list and some of the entries. Some of the PCR entries are probably incorrect and corrections or updates are discussed here. Other games whose origins or history remain a mystery are presented with some hypotheses.

Arlington and Fairmont

Russ Jensen and Frank Laughlin brought to my attention an interesting mystery regarding the game *Arlington*. It is unknown who manufactured or converted the game. The origins of the Fairmont game were cleared up with this mystery however. One question answered and a new one asked!



What is known is that Reinhart Bangerter (he of *Cactus Jack's* design fame) owns an *Arlington* game (a one ball game), and has it stored away about 100 miles from where he lives. It was pretty obvious that the game was a conversion of a Bally *Fairmont*, as everything except the backglass apparently has "Fairmont" written all over it. In the back box you could even plainly see how they adjusted the lights from 8 to 9 (corresponding to the 8 letters in "Fairmont" and 9 in "Arlington").

The PCR lists *Arlington*, but with no information. However, it lists only one game called Fairmont, and describes it as a February 1944 Bell Products game. In my scanning of *Billboards* I found nothing to change this information, except that I saw Fairmont mentioned in January of 1944.

Based on Reinhart's game, Russ and Frank checked the old Bally game list and sure enough found an entry for Fairmont, game #449. Bally WW2 production stopped at game #455, just 6 later, so it would appear that Fairmont was produced in late 1941 or early 1942.

The January 1944 Bell Products ad mentioned about *Rockingham* having "similar play appeal as Fairmont". I think this statement fooled me (and Russ, many years ago) into thinking that *Fairmont* was a Bell game. A later Bell ad advertised "Bally Fairmont" games for sale. They were also selling Bally backglasses, which makes sense since they did convert old Bally games and hence would have the Bally glasses left over from the process.

So, it would appear that there was probably one and only one *Fairmont*, created by Bally in late 41/early 42, and it was converted into a game called *Arlington*. The question remains as to who did the *Arlington* conversion. My guess would be Bell Products since they converted a lot of other Bally one balls and mentioned *Fairmont* in more than one ad. However that is just speculation. Someone needs to inspect an *Arlington* closer for more clues ...

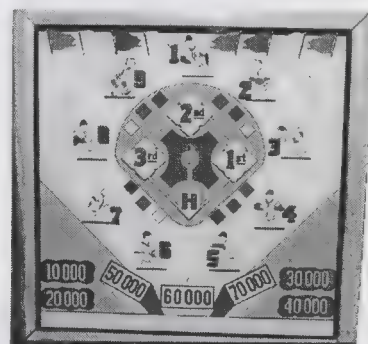
Baseball

Baseball is a very popular sport. It is also a popular name for pinball machines, being used to identify more than a dozen pinball machines over the

years! With that popularity also extends confusion, as we have no less than 4 conversion games called Baseball to deal with.

Firstly, Marvel did a 1944 conversion game called *Baseball*. The source of that game is unknown, although analysing playfield layouts shows that a couple of popular Exhibit games from 1941, *Knockout* and *Big Parade* have similar playfield configurations.

Of more interest here are the other three *Baseball* conversions, all supposedly done by Victory Games in 1946. Two were done from Genco games

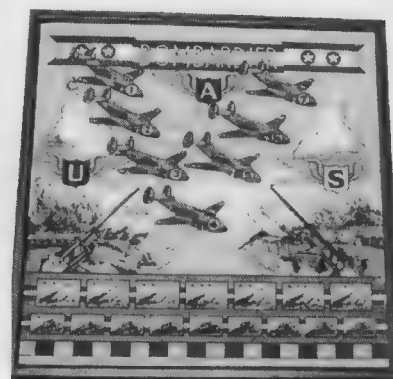


Genco *Sluggers*.

Sluggers (and not the 1938 Gottlieb *Sluggo* as the PCR indicated) and *Seven Up*. Looking at game photos reveals that *Seven Up* and *Sluggers* are identical games in terms of playfield layouts and backglass light placements. The Victory *Baseball* photos shown here reveal the same playfields and light placements as expected. This one ap-



Victory Games *Baseball* (above left), was converted from Genco's *Seven Up* (above right). Notice the identical playfield layouts and backglass light placements. The *Baseball* playfield was repainted somewhat, but many graphic elements appear to be identical.



One of the Bombardier conversions, thought to be done by Victory Games circa March 1944, from the 1941 Genco game called *Victory*.

theirs also?

Five and Ten

The PCR lists a Gottlieb "Five and Ten" game. I also found a couple of ads talking about this game, but found many, many more talking about "5-10-20" or "Five-Ten-Twenty". Based on the backglass photo, it appears the game is actually *Five & Ten*, with a big "TWENTY" displayed prominently so as to confuse the distributors.



pears to have been converted from *Seven Up* based on the close similarities of the playfield artwork.

Sluggers itself does not show up on any game lists although a good estimate would be anywhere from late 1940 to early 1942.

The last *Baseball* conversion was from a Gottlieb *Sea Hawk*. It seems quite strange that the same company would create conversions with the same name in the same year (although several months apart) based on completely different games. No pictures are available to verify this conversion however.

Bombardier

There were several conversions named *Bombardier*. The P&S conversion from *Formation* is certain, but no evidence was found to accurately determine the validity of the other Victory Games conversions listed in the PCR (and note the PCR listed them as "Bonbardier").

Click

The *Click* game is listed with unknown manufacturer, but Keeney made a *Click* in 1947 so perhaps this was

Flat Top and Zingo

The PCR entries for the early Williams entries, *Flat Top* and *Zingo*, appear to be backwards in terms of the games they were converted from.

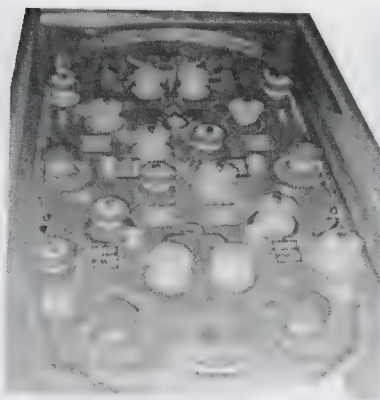
Gobs

The Chicago Coin *Gobs* game was listed even though it isn't a conversion. But it was produced in 1942 and corrects the name listed in the PCR as "Cobs". As can be seen by the backglass, the game is indeed called "Gobs" (and "Gobs" being a slang term for sailors according to Frank Laughlin). This may also have been CCM's last war time game before production shut down, coming out circa March 1942.



Hit the Japs

The PCR lists *Hit the Japs* as the last Gottlieb pre-war game. Was this really a Gottlieb game? No. It is a 1943 Victory Games conversion of a Gottlieb *Gold Star*. The playfield photo shows the "D. Gottlieb" logo on it at bottom, but that is only because Victory's conversions consisted of a new glass and bumper caps only - no new playfield or



playfield art.

Pursuit

Originally I had found evidence from 1943 of a game called *Pursuit* by Bally. However Frank Laughlin pointed out to me that Bally's game list showed that game #436 was called *Pursuit*, with an almost definite release date of 1941. With no other evidence to go one I would now say that there was no 1943 game - it was a reference to this pre-war effort from 1941.

War Admiral and Whirlaway

Some of the one ball conversion games (*War Admiral* and *Whirlaway* specifically) appear to have had multiple creators. Sullivan-Nolan Advertising had ads listed for *War Admiral* tout-ing in explicit detail how they would convert the games. But I'm not certain if they did this on a big scale using a kit from say, Bell Products, or if they created the conversion parts themselves.

Stage Door Canteen and Gottlieb War Time Games

FOR SALE

5 BALL PIN GAMES

16 Stage Door Canteens. Ea...	\$210.00
4 Gottlieb Liberlys. Ea.....	165.00
4 United Arizonas. Ea.....	199.50
4 Streamliners. Ea.....	199.50
1 Brazils. Ea.....	199.50
1 Grand Canyon. Ea.....	199.50
2 Sky Chief (Refinished by United). Ea.....	169.50
4 Knockouts. Ea.....	120.00
1 Five, Ten & Twenty. Ea....	115.00
1 Big Parade. Ea.....	120.00
1 Marvel Baseball. Ea.....	165.00
1 Shangri-La Gottlieb. Ea....	152.50
1 Keeney Clover. Ea.....	75.00

Come to Austin and inspect games or send order.

Terms—½ down, balance C. O. D.

Tables are like new and clean and ready for location.

AUSTIN PHONOGRAPH CO.

108 East 5th St., Austin, Texas

Revealing April 1945 ad showing the existence of *Stage Door Canteen*, *Liberty* and *Shangri-La*. The prices are consistent with those of new or reasonably new conversion games.

It's interesting to see that Gottlieb made both a wartime and post war *Stage Door Canteen*. The ad from April 1945 clearly shows the game being available, 7 months prior to its well-established post war release.

I asked Gottlieb designer Wayne Neyens about this anomaly. He thought that *Stage Door Canteen* may have been perhaps the last Gottlieb game on the line prior to shutdown in 1942. However, the "newish" price of the April 1945 ad precludes that.

One theory would be that Gottlieb themselves simply did a conversion by creating a glass for an old game (Gottlieb *Liberty*), and re-released it after the war.

I have also heard speculation that *Liberty* was a prototype for *Stage Door Canteen*, and that perhaps a couple of Gottlieb employees did make some revamps in a loft in their spare time. However, *Liberty* was advertised for a couple of years prior to *Stage Door Canteen*.

Apparently *Stage Door Canteen* carried a model/project number designation of "A" (the beginning of an alphabetical sequence that was later changed since there are only 26 letters available). If any game examples can be examined, perhaps we will see some that do have an "A" and some that don't. That would be consistent with there being two separate game runs.



The wartime *Stage Door Canteen* illustrates just one of possibly several Gottlieb games that may have been put out during the WW2 period. Although Wayne Neyens has said that the Gottlieb factory did not make any games during the war production period, perhaps there was a "cottage" industry.

A second example would be a Gottlieb game called *Shangri-La*. Based on *Billboard* ads it appears to be from about June 1943, and photographs exist of the backglass clearly showing the manufacturer to be Gottlieb. So how was this produced when the factory wasn't making games (instead building parachute harnesses and tools and dies

for other manufacturers)? Again, we are left with the possibility of some Gottlieb workers doing their own revamping and creating new backglass art. The stretch in the argument is that they were able to put the Gottlieb name on it!

One final thought here though - a Gottlieb story from WW2 indicated that 95% of factory work was dedicated to the war effort. That leaves 5% unaccounted for ...

Other Gottlieb mystery games in the same category are *Keep 'Em Flying*, *Cover Girl*, *Zanzibar* and the aforementioned *Liberty*. *Cover Girl* is also advertised in April of '45 in *Billboard* with a "newish" price. *Keep 'Em Flying* may be from 1942/43 and may have made it out prior to the 1942 production shutdown.

Statistics

Who did the most conversions? What were the most popular subjects of conversions? The answers are at our fingertips given the above table and a little bit of SQL.

Most Popular Companies Having Games Converted

Refer to Table 2.

Manufacturer	Games Used For Conversion
Bally	59
Genco	38
Exhibit Supply	32
Chicago Coin Machine	16
Gottlieb	14

Table 2

Bally wins here, but throw out Whirlaway and War Admiral conversions and the total would be 46 instead of 59. Genco was very popular in the period leading up to the war!

Most Popular Games Used in Conversions

Manufacturer	Number of Conversions Performed
Victory Games	28
Glickman	18
Bell Products	14
United	14
Westerhaus	11

Table 4

Refer to Table 3.

From A to Z Exhibit Supply is the clear winner here, with Genco running second. I left out the Bally games used for Whirlaway and War Admiral, as there are uncertainties about these games (noted earlier).

Most Popular Conversion Producers

Refer to Table 4.

Victory Games clearly has the highest number here. However, this category is all apples and oranges. Victory created kits that you bought for \$9.50 and retrofitted yourself. Glickman just supplied new backlasses with a new name and new artwork only. Bell, United and Westerhuas actually took games and revamped them in house as far as I know.

Most Popular Year To Convert Games From

Game	Manufacturer	Number of Times Converted
Attention	Exhibit Supply	5
Zombie	Exhibit Supply	5
Formation	Genco	4
Leader	Exhibit Supply	4
Seven Up	Genco	4
Turf Champ	Stoner	4
10 different games		3

Table 3

Refer to Table 5.

As you might expect, the newest games were used for conversions. The unique games column eliminates duplicates. For example, Genco's 1940 Formation was converted into 4 different machines. It thus accounts for 4 of the 67 for 1940 in the total games column, but only 1 for the unique games column.

Year	Total Games Converted	Unique Games Converted
1938	8	7
1939	25	15
1940	67	30
1941	62	36

Table 5

-----Converted Game-----				-----Original Game-----			Description/Notes
Name	Mfr	MM	Year	Name	Mfr	Year	
Action	UNK	4	1943	Stars	EXS	1941	*date BB 04/03/43 pg 69, "factory revamped" BB 11/13/43 pg 80
Ajax	UNK	0	0	Score Card	GTB	1940	
Alert	ARC	1	1943		UNK	0	*new BB 01/16/43 pg 72 5bfp
All American Derby	UNK	0	0	Record Time	BLY	1940	
All American Derby	UNK	0	0	Sports Special	BLY	1940	
All Out	UNK	4	1943	Cross Line	BLY	1941	*date BB 04/03/43 pg 69
American Beauties	WST	0	0	Attention	EXS	1940	
American Beauty	UNK	4	1945	Attention	EXS	1940	*date BB 04/21/45 pg 81
Anti-Aircraft	GLK	8	1944	Reserve	BLY	1938	*new BB 08/05/44 pg 69 BOnly
Archery	GLK	8	1944	Cadillac	GNC	1940	*date,mfr BB 08/05/44 pg 69 BOnly
Arizona	UNT	2	1943	Sunbeam	EXS	1941	
Arlington	BLP	0	1944	Fairmont	BLY	1942	*date,mfr,oldname,oldmfr Reinhart Bangerter owns one
Army And Navy	VCT	11	1944	Knockout	EXS	1941	*date BB 11/11/44 pg 61
Arrow	UNK	8	1945	Cadillac	GNC	1940	*new BB 08/25/45 pg 81 - is this Archery?
Artists And Models	VCT	1	1946	Star Attraction	CCM	1941	
Atlantic City	BLY	5	1942				Last pre-war game???
Baseball	MAV	9	1944		UNK	0	*date,oldmfr BB 09/16/44 pg 71
Baseball	VCT	1	1946	Seven Up	GNC	1941	
Baseball	VCT	1	1946	Sluggers	GNC	1941	*oldname,oldmfr photo evidence proves old game
Baseball	VCT	11	1946	Sea Hawk	GTB	1941	
Battle	UNK	4	1943	Zombie	EXS	1940	*new BB 04/17/43 pg 67
Big 3	WST	8	1945		UNK	0	*new BB 08/25/45 pg 84 "revamp, new"
Big Tent	UNK	0	0	Big Show	GTB	1940	
Big Top	PNR	10	1945	Clover	UNK	0	
Big Top	PNR	10	1945	Sky Ray	KNC	1941	
Big Top	PNR	10	1945	Twin Six	KNC	1941	
Bikini	TAC	0	0		UNT	0	
Bingo	UNK	0	0	Lite-A-Card	GTB	1939	
Bomb The Axis Rats	VCT	9	1943	Star Attraction	CCM	1941	*new BB 09/18/43 pg 73
Bombardier	PAS	8	1943	Formation	GNC	1940	*date,from,mfr BB 08/21/43 pg 73, 08/05/44 pg 73
Bombardier	PAS	9	1944	Follies	GNC	1939	*new BB 09/16/44 pg 79
Bombardier	VCT	3	1944	Victory	GNC	1941	*name,date BB 03/18/44 pg 78
Bombardier	VCT	1	1946	Follies '40	GNC	1939	*name - is this really a VCT game? No evidence seen
Bomber	CCM	0	0				extra long game
Bowling Alley '42	GLK	0	1942	Bowling Alley '40	GTB	1939	*mfr BB 08/05/44 pg 69 not sure if Gtb game used; not sure of GLK for this one
Brazil	UNT	8	1943	Do Re Me	EXS	1941	
Burlesk	UNK	0	0	Follies '40	GNC	1939	
Casablanca	UNK	4	1945	Glamour	BLY	1940	*name,date BB 04/21/45 pg 77
Catalina	MAV	2	1946	Sport Parade	CCM	1940	
Challenger	SNA	3	1943	Blue Ribbon	BLY	0	*new BB 03/06/43 pg 74
Challenger	SNA	3	1943	Sport Page	BLY	1938	*new BB 03/06/43 pg 74
Click	UNK	1	1943		UNK	0	*new BB 01/16/43 pg 67 fpg
Combat	GLK	8	1944	Leader	EXS	1940	*new BB 08/05/44 pg 69 BOnly
Commander	UNK	4	1943	Fleet	BLY	1940	*new BB 04/17/43 pg 67

-----Converted Game-----				-----Original Game-----			Description/Notes
Name	Mfr	MM	Year	Name	Mfr	Year	
Coney Island	BLM	0	0	Robin Hood	DVL	1938	
Cover Girl	GTB	4	1945				*new BB 04/21/45 pg 77 "new pinballs"
Cupid	UNK	0	0	Roxy	CCM	1940	
De-Icer	UNK	0	0	Red White Blue	SGC	1941	
Defence	GNC	6	1943				*date BB 06/19/43 pg 73
Destroyer	UNK	1	1943	Cadillac	GNC	1940	*date BB 01/16/43 pg 73
Dive Bomber	UNK	8	1943	Formation	GNC	1940	*new BB 08/21/43 pg 73, 09/11/43 pg 71
Dust Whirls	MCG	5	1944	Club Trophy	BLY	1941	
Eagle Squadron	PAS	4	1943	Big League	GNC	1940	*date, mfr BB 04/03/43 pg 69, 08/05/44 pg 73
Eagle Squadron	PAS	4	1943	Big Town	GNC	1940	*date, mfr BB 04/03/43 pg 69, 08/05/44 pg 73
Easy Pickin'	GLK	8	1944	O' Boy	CCM	1939	*date, mfr BB 08/05/44 pg 69 BOnly
Fairmont	BLP	2	1944				
Falling Suns	UNK	5	1944	Ten Spot	GNC	1941	*date BB 05/20/44 pg 79
Fan Dancer	GLK	8	1944	Roxy	CCM	1940	*date, mfr BB 08/05/44 pg 69 BOnly
Fast Track	SNA	1	1943	Blue Ribbon	BLY	1939	*date, mfr, olddate BB 01/23/43 pg 76, Bally Game List #308
Fast Track	SNA	1	1943	Sport Page	BLY	1938	*date, mfr BB 01/23/43 pg 76
Fishin'	EXS	6	1943		UNK	0	*new BB 06/19/43 pg 73
Five-Ten-Twenty	GTB	6	1943		UNK	0	Not a new war game - found to actually be Gtb Five & Ten from 1941
Flash	UNK	0	0	Punch	GNC	1939	
Flat-Top	WLL	2	1945	Silver Skates	BLY	1941	
Flat-Top	WLL	4	1945	Air Force	BLY	1941	*new BB 04/21/45 pg 76
Flat-Top	WLL	4	1945	Mascot	BLY	1940	*new BB 04/21/45 pg 76
Flat-Top	WLL	2	1945	Attention	BLY	1940	*oldname, oldmfr guessing Bally Attention #408 instead of Exhibit
Flat-Top	WLL	2	1945	Pan American	BLY	1941	*new undated Flat-Top ad
Flat-Top	WLL	2	1945	Pursuit	BLY	1941	*new undated Flat-Top ad; Pursuit game #436 est. late 1941
Flat-Top	WLL	2	1945	Crystal	UNK	0	*new undated Flat-Top ad
Flat-Top	WLL	2	1945	Mystic	UNK	0	*new undated Flat-Top ad
Flying Tigers	BLP	7	1944	Play Ball	BLY	1941	*date, mfr BB 07/01/44 pg 82
Follies of '46	VCT	1	1946	Hi-Hat	GNC	1941	
Foreign Colors	WST	4	1945	Owl	MNC	1941	
Four Aces	GNC	5	1942		NOT		Last pre-war game
Frisco	MAV	8	1946				
G.I. Joe	VCT	8	1944	Jungle	GNC	1938	*new BB 08/05/44 pg 76
Girls Ahoy	VCT	11	1944	Sea Hawk	GTB	1941	*date 11/25/44 pg 60
Glamor Girls	VCT	1	1946	Snappy	CCM	1941	
Glamor Girls	VCT	1	1946	Sport Parade	CCM	1940	
Goalee	CCM	9	1945				???
Gobs	CCM	3	1942				*name PRG lists as "Cobs"; last prewar CCM game?
Grand Canyon	UNT	2	1943	Double Play	EXS	1941	
Hi-Boy	UNK	0	0	Metro	GNC	1940	
Hi-Jinks	UNK	0	0	Glamour	BLY	1940	
Hit The Japs	GTB	0	1942	Gold Star	GTB	1940	*delete most likely Victory's conversion below
Hit The Japs	VCT	9	1943	Gold Star	GTB	1940	*new BB 09/18/43 pg 73; Gtb name

-----Converted Game-----				-----Original Game-----			Description/Notes
Name	Mfr	MM	Year	Name	Mfr	Year	
							left on playfield
Hockey '42	UNK	0	1942	Silver Skates	BLY	1941	
Hollywood	MAV	11	1945				???
Idaho	UNT	11	1944	Zombie	EXS	1940	
Invasion	WST	10	1943				
Invasion	WST	10	1943	Seven Up	GNC	1941	
Invasion	WST	10	1943	Sluggers	GNC	1944	*from see Sluggers entry (from date not very good)
Jeep	UNK	0	0	Leader	EXS	1940	
Jeep	UNK	0	0	Sky Blazer	EXS	1941	
Jeep	UNK	4	1943	Duplex	EXS	1940	*date BB 04/03/43 pg 69
Keep-Em-Flying	GTB	3	1943		UNK	0	*date BB 03/27/43 pg 77
Kismet	PAS	8	1945				*date BB 08/25/45 pg 71
Klipper	UNK	0	0	Scoop	BLY	1939	
Knock-Out-The-Japs	VCT	1	1943	Knockout	EXS	1941	*date,mfr BB 01/23/43 pg 76
Laura	WLL	11	1945				
Liberty	BLY	5	1944	Flicker	BLY	1941	*new BB 01/30/43 pg 75; different from Gtb but details uncertain
Liberty	GTB	1	1943		UNK	0	*new BB 01/23/43 pg 72, etc.
Lightning	MAV	8	1947				*new BB 08/30/47 pg 129 5bfp
Lucky Double	UNK	0	0	Gold Cup	BLY	1939	
Luxury	UNK	0	0	Rotation	STN	1940	
Marines	WST	8	1944				
Marines-At-Play	WST	8	1945	Flicker	BLY	1941	*date BB 08/25/45 pg 72
Midway	UNT	8	1942	Zombie	EXS	1940	
Miss America	VCT	3	1944	All American	CCM	1940	*date BB 03/18/44 pg 78
New England	UNK	0	0				
Nine Bells	GLK	8	1944	Mr. Chips	GNC	1939	*date,mfr BB 08/05/44 pg 69 BOnly
Nite Club	UNK	0	0	Formation	GNC	1940	
Oklahoma	UNT	9	1944	Leader	EXS	1940	
On Deck	VCT	11	1944	Snappy	CCM	1941	*date BB 11/25/44 pg 60
Over-The-Top	GLK	8	1944	Powerhouse	GNC	1940	*date,mfr BB 08/05/44 pg 69 BOnly
Owl	MNC	12	1942	Owl	MNC	1941	From 1 ball to 5 ball
Parade Leader	GLK	8	1944	Drum Major	GTB	1940	*date,mfr BB 08/05/44 pg 69 BOnly
Paratroops	PAS	4	1943	Powerhouse	GNC	1940	*name,date,mfr BB 04/03/43 pg 69, 08/05/44 pg 73, 09/16/44 pg 79
Pastime	LIS	7	1943	Turf Champ	STN	1936	
Peacherino	GLK	8	1944	Jolly	EXS	1941	*date,mfr BB 08/05/44 pg 69 BOnly
Pin Up Girl	BLP	1	1944	Silver Skates	BLY	1941	
Play Ball	VCT	11	1944	Champ	GTB	1939	*date BB 11/25/44 pg 60
Play Ball	VCT	11	1944	Champ (new)	GTB	1941	*date BB 11/25/44 pg 60
Playtime	UNK	0	0	Gold Star	GTB	1940	
Production	PAS	8	1943	Blondie	GNC	1940	*date,mfr BB 08/21/43 pg 73, 08/05/44 pg 73
Pursuit	UNK	1	1943				*delete; Bally game #436 from late 1941, not a war game
Race King	SNA	1	1943	Sea Biscuit	BLY	1939	*date,mfr,olddate,oldmfr BB 01/23/43 pg 76, Bally Game List #299
Race King	SNA	1	1943	Thistledown	BLY	1938	*date,mfr BB 01/23/43 pg 76
Rat	UNK	0	0	Zig-Zag	GNC	1941	
Redheads	GLK	8	1944	Blondie	GNC	1940	*date,mfr BB 08/05/44 pg 69 BOnly
Riviera	UNT	3	1946	Big Parade	EXS	1941	

-----Converted Game-----				-----Original Game-----			Description/Notes
Name	Mfr	MM	Year	Name	Mfr	Year	
Rockingham	BLP	2	1944	Grand National	BLY	1939	
Rockingham	BLP	2	1944	Grand Stand	BLY	1938	*olddate,oldmfr Bally Game List, #232
Rockingham	BLP	2	1944	Pace Maker	BLY	1939	
Roll Call	UNK	0	0	Vacation	BLY	1940	
Sailorettes '42	GLK	0	1942	Follies '40	GNC	1939	*mfr BB 08/05/44 pg 69 BOnly
Santa Fe	UNT	9	1943	West Wind	EXS	1941	
Scandals 1942	GLK	4	1943	Follies	GNC	1939	*new BB 04/17/43 pg 67, 09/11/43 pg 71, 08/05/44 pg 69 BOnly
Scout Commander	UNK	0	0	Fleet	BLY	1940	
Sea Power	UNK	0	0	Four Roses	GNC	1940	
Sea Raider	VCT	4	1945	Captain Kidd	GNC	1941	*date BB 04/21/45 pg 73
Sentry	UNK	0	0	Leader	EXS	1940	
Sentry	UNK	4	1943	Zombie	EXS	1940	*new BB 04/17/43 pg 67
Shangri-La	GTB	6	1943		UNK	0	*new BB 06/19/43 pg 73; bg has Gtb name on it
Shangri-La	PAS	11	1943	Mr. Chips	GNC	1939	*date,mfr BB 11/13/43 pg 70, 08/05/44 pg 73
Sho Me	UNK	8	1947	Roxy	CCM	1940	*new BB 08/30/47 pg 133
Sink The Japs	VCT	0	1942	Seven Up	GNC	1941	*mfr BB 04/17/43 pg 67
Sixty-Grand	GLK	8	1944	Big Town	GNC	1940	*date,mfr BB 08/05/44 pg 69 BOnly
Sky Chief	UNT	4	1945				BB 04/21/45 pg 76 "refinished by UNT"
Sky Raider	VCT	11	1944	Big Parade	EXS	1941	*new BB 11/11/44 pg 61
Sky Raider	VCT	1	1946	Bumper	BLY	1936	
Sky Rider	BLP	7	1944	Pan American	BLY	1941	*date,mfr BB 07/01/44 pg 82
Slap-The-Japs	VCT	4	1943	Stratoliner	CCM	1940	*name,date,mfr BB 04/10/43 pg 112
Sluggers	GNC	0	1941				*new BB 05/06/44 pg 75 (1941 is estimate), also BB 08/25/45 pg 86
Smack The Japs	VCT	6	1943	Ten Spot	GNC	1941	
Softball Queens	MNV	8	1946				
South Seas	UNT	11	1945	Knockout	EXS	1941	
Speedway	UNK	0	0	Entry	BLY	1941	
Sportsman	BLP	8	1943	Blue Grass	BLY	1941	*from BB 08/21/43 pg 79 SNA?
Sportsman	BLP	8	1943	Dark Horse	BLY	1940	*new BB 08/21/43 pg 79 SNA?
Sportsman	BLP	8	1943	Sport Event	UNK	0	*new BB 08/21/43 pg 79 SNA?
Sportsman	BLP	8	1943	Sport Special	BLY	1940	*new BB 08/21/43 pg 79 SNA?
Spot-Cha	REX	2	1945	Attention	EXS	1940	
Stage Door Canteen	GTB	11	1943		UNK	0	*new BB 11/13/43 pg 69 "factory rebuilt" 5bfp; also BB 08/30/47 pg 133
Stage Door Canteen	GTB	11	1945	Liberty	GTB	1943	*date,from see new entry for Gtb Liberty; not the 1943 SDC (BB 08/30/47 pg 133)
Starlight	GLK	8	1944	Triumph	BLY	1940	*date,mfr BB 08/05/44 pg 69 BOnly
Stepper	UNK	0	0	Blondie	GNC	1940	
Streamliner	UNT	2	1944	Stars	EXS	1941	
Strip Tease	UNK	8	1945		CCM	0	*date BB 08/25/45 pg 84 "revamp, new"
Sun Valley	UNT	8	1942	Sunbeam	EXS	1941	
Sweethearts	GLK	8	1944	Stars	EXS	1941	*new BB 08/05/44 pg 69 BOnly
Tail Gunner	VCT	11	1944	Ten Spot	GNC	1941	*date BB 11/11/44 pg 61
Time Out	UNK	0	0	Vacation	BLY	1940	
Torpedo Patrol	PAS	4	1943	Formation	GNC	1940	*date,mfr BB 04/03/43 pg 69,

-----Converted Game-----				-----Original Game-----			Description/Notes
Name	Mfr	MM	Year	Name	Mfr	Year	
							08/05/44 pg 73
Trade Winds	UNT	5	1945	Sky Blazer	EXS	1941	
Triple Entry	UNK	0	0	Home Run	CCM	1941	Could be CCM 1940 also - see Triple Play
Triple Play	GLK	8	1944	Home Run	CCM	1940	*new BB 08/05/44 pg 69 BGonly - is Triple Entry this?
Tropic	GLK	8	1944	Zombie	EXS	1940	*new BB 08/05/44 pg 69 BGonly
Turf Champ	UNK	8	1945				???
Turf Course	UNK	0	0	Turf King	BLY	1941	
Twin Six	VCT	1	1946	Gold Star	BLY	1939	
Two Bells	CSN	2	1945	Owl	MNC	1941	
Valley	UNK	0	0				
Valley Derby	UNK	0	0				
Victorious 1943	WST	5	1943	Turf Champ	STN	1936	
Victorious 1944	WST	2	1944	Turf Champ	STN	1936	
Victorious 1945	WST	4	1945	Turf Champ	STN	1936	*date BB 04/21/45 pg 77
Victory Special	BLY	8	1945				First post-war game
Wagon Wheels	UNT	2	1945	Duplex	EXS	1940	
War Admiral	BLP	9	1943	Grand National	BLY	1939	*new BB 09/18/43 pg 79
War Admiral	BLP	9	1943	Grand Stand	BLY	1939	*new BB 09/18/43 pg 79
War Admiral	BLP	9	1943	Pace Maker	BLY	1939	*new BB 09/18/43 pg 79
War Admiral	SNA	1	1943	Grand National	BLY	1939	*new BB 01/23/43 pg 76
War Admiral	SNA	1	1943	Grand Stand	BLY	1939	*date,mfr BB 01/23/43 pg 76
War Admiral	SNA	1	1943	Pace Maker	BLY	1939	*new BB 01/23/43 pg 76
Whirlaway	MCG	8	1943	Blue Grass	BLY	1941	*new BB 08/21/43 pg 79 "new p/f by leading designer"
Whirlaway	MCG	8	1943	Dark Horse	BLY	1940	*new BB 08/21/43 pg 79
Whirlaway	MCG	8	1943	Record Time	BLY	1940	*new BB 08/21/43 pg 79
Whirlaway	MCG	8	1943	Sport Special	BLY	1940	*new BB 08/21/43 pg 79
Whirlaway	VCS	8	1943	Blue Grass	BLY	1941	*date BB 08/21/43 pg 79
Whirlaway	VCS	8	1943	Dark Horse	BLY	1940	*date BB 08/21/43 pg 79
Whirlaway	VCS	8	1943	Sport Special	BLY	1940	*date BB 08/21/43 pg 79
White Sails	UNK	2	1943	Silver Spray	UNK	1936	*date BB 02/27/43 pg 118
World Series	VCT	3	1944	Seven Up	GNC	1941	*new BB 03/18/44 pg 78
Yankee Doodle	MAV	8	1945	Sport Parade	CCM	1940	BB 08/25/45 pg 83
Zanzibar	GTB	1	1943		UNK	0	*new BB 01/16/43 pg 72 5bfp
Zingo	WLL	11	1944	Broadcast	BLY	1941	*new BB 11/11/44 pg 81
Zingo	WLL	11	1944	Crossline	BLY	1941	*new BB 11/11/44 pg 81

Pinball Historians

There are a lot of people who are very knowledgeable about the history of pinball, either by being part of that history or by being driven by the desire to map it out for themselves and others.

I fall into the latter category. I am not an expert by any means, but have learned the basics by osmosis after having read the history of the game in 10 or 15 different books!

In this section I'll include references to others who know a lot about the game and are happy to discuss it. These are people that I've personally found to be all-knowing (or interested in getting to that state). Sorry if I've left anyone out who should be here. It's not meant to be an elitist club of the upper echelon - just people I know personally or via reputation to be into the history of the game.

If you are interested in the historical aspects of the game or have any interesting stories then please contact me via email. See the "About ..." page for details on contacting me.

I'll gladly add you to this list if you want, which might become a good starting point for folks coming in who want to ask some questions of those in the know.

Historians Web Page Address

<http://www.xenosgroup.com/folks/terryc/pinsww2/historian.htm>

This list is maintained and kept up-to-date on the web, so if you have any history related questions while you are online, you can access this list and hopefully get your questions answered. Feel free to contact me, as often times I can quickly route you to the right person.

People In the Know

For all individuals listed here I will provide email/web links if known, otherwise the best available non-computer information. Keep in mind that people's email addresses and web site links are dynamic entities, and may change from time to time. Let me know if you find a stale link and I'll try to update it on my web site.

The People Who Seek the Truth

- Tim Arnold
- Harold Balde
- Dick Bueschel
- John Campbell
- Richard Conger
- Federico Croci
- Pat Hamelet
- Mike Hanley
- Sam Harvey
- Gordon Hasse
- Russ Jensen
- Frank Laughlin
- Dave Marston
- Jon Norris
- John Popadiuk
- Steve Young

✱ ✱ ✱

Tim Arnold

Tim probably has the largest collections of pins in the world, with a total around 900. He has all Gottlieb games except for one I believe. Needless to say, Tim knows a lot about pinball. Stationed in Las Vegas, he welcomes visitors to come and see his games (call first of course).

Tim, along with Sam Harvey (see below), maintain a pinball serial number/game number database on paper. Not sure how complete the info is now, especially compared to other databases that are popping up.

Tim has an easy to remember number if you wish to call him.

phone: 1-702-IFIXPIN

✱ ✱ ✱

Harold Balde

(kingpin@astral.magic.ca)

Harold is a collector out of Orangeville, Ontario. He has a large collection of varied games, and I believe he is currently concentrating on 30's-style bagatelle games. Harold is also the "pin video man", who tapes, buys and trades videos related to pinball. He additionally has an excellent web site, full of stuff for sale, classic TV things, etc.:

<http://tilt.largo.fl.us/hbalde/>



Dick Bueschel

(BuschlHist@aol.com)

Dick was the "Wayne Gretzky" of coin-op history. He wrote the incredibly detailed *Pinball 1* book, describing pinball history from the 1600's onward! He recently released (Nov. '97) his new epic title, *Encyclopedia of Pinball, Vol. 2*, which covers the period from 1934-36. Also featured is a list of 100 collectible machines (from all eras). The year before he released the first volume, with a similar format, covering 1931-33.

The Encyclopedia series has 6 volumes mapped out. Dick was working on the 3rd volume at time of writing, however I am sad to report that he succumbed to his illness on or about April 19, 1998. He will be sorely missed by all who appreciated his unparalleled work.



John Campbell

(jcampbell@nlbbs.com)

John grew up during the golden age of games in the 40's and I believe that is the period of games he likes the best. I've talked to him about some late 40's Genco's, etc., at the Chicago Pinball Expo's, which he attends every year.



Richard Conger

This man lives at his "Silverball Ranch" in California, along with some 500 or so machines. He is really into the old games, especially pre-flipper ones, and has been most helpful when I've asked for some advice from him.

Richard Conger
1947 Coffee Lane
Sebastopol, California 95472
USA
phone: 707-823-7532



Federico Croci

(wiz@pinball.nervous.com)

Federico is the biggest collector in Italy. He has amassed tons of information on Italian flavors of Gottlieb and Bally games, along with native European games. He also has a great web site, full of game information and pictures:

<http://www.tilt.it/>



Patrick Hamelet

Pat is from the Chicago area and is a large collector of old pins and neat stuff. A picture of him (along with a portion of his collection) can be found near the inside cover of Dick Bueschel's *Encyclopedia of Pinball, Vol. 1*.



Mike Hanley

(mhanley@microsoft.com)

Mike is a friend of mine who lives in Mississauga Ontario. He has a large collection of games and related artifacts from all eras and enjoys talking about history. Mike (along with Harold Balde) ran the P.I.N.S. BBS dedicated to pinball.

<http://www.flipperfun.com/>



Sam Harvey

Sam has a large collection of pins and flyers, and has collected a lot of statistical and trivia-type information about games over the years. A fountain of information exists inside his head! He maintains a pinball database of serial number and game number information along with Tim Arnold.

Sam Harvey
1655 N. Gibbs
Pomona, California, 91767
USA
phone: 1-714-622-1637



Gordon Hasse

Gordon hails from New York and is the partner of Steve Young (The Pinball Resource). He and Steve published the superb *Pinball Collector's Quarterly* back in the early 80's. Gordon has given many fine presentations on pinball in the 50's at various Pinball Expo's and elsewhere, and had a display

of 50's games in NY a couple of years ago that attracted the attention of the local press. He has a large collection of woodrills and is always looking for that special Gottlieb.

Gordon A. Hasse Jr.
P.O. Box 1543
Grand Central Station
New York, New York 10163
USA
phone: 1-212-996-3825



Russ Jensen

(RUSJENSEN@aol.com)

Russ is another "old timer" who grew up with the game in the 40's and 50's. He has contributed a ton of information towards the pinball story, most notably doing alot of the grunt work in building the original game lists published in Roger Sharpe's *Pinball* book, and for Meuting and Hawkins *Pinball Collector's Resource* game list.

Russ spent/spends alot of time perusing through microfilm of old Billboard's to extract details on game introduction dates, features, etc. He also authored the fine book on EM troubleshooting, *Pinball Troubleshooting Guide* (still available from Russ I believe).

He also has placed many of articles previously published (in a column entitled *5 Balls, 5 Cents*) in *Coin Slot* and *Pinball Collector's Quarterly* online at his web site, providing a wealth of information about pinball history.

<http://members.aol.com/rusjensen/>



Frank Langklein

(franklaugh@aol.com)

Frank used to operate games in the early 40's, and knows Genco games and their features from that era inside out. He also has created game lists incorporating the game number information, and is currently helping to maintain the Internet Pinball Database (IPD). He also helped create a "personal" version of the IPD database for Windows users.

Frank also supplied me with a missing bumper cap for my Formation for which I am very grateful. Additionally he helped to scan all of Russ Jensen's marvellous old game photos to put on a CD. This CD is not for sale, but in time most scanned pictures should be available on the IPD.

<http://members.aol.com/fpinball/index.html>



Dave Marston

(dmarston@coos.dartmouth.edu)

Dave is a rec.games.pinball (r.g.p.) regular who knows a lot about the history of the game. He is also very up to date on current industry happenings, etc. Dave has large collections of pinball flyers and pinball related music albums, and also organized the New England Pinfest's of the recent years.



Jon Norris

(outlane@aol.com)

John was a game designer for the recently demised Premier/Gottlieb. His origins were as a pinball collector however, and until recently he had a great collection of older woodrill-type games. Being a collector of Gottlieb's and working for Gottlieb was a pretty enviable position to those who are interested in the history of the company and it's games!

Jon has actively helped to dig up information about the company's history to everyone's benefit.

He currently is employed with Sega's pinball division.



John Popadiuk

(jpopadiuk@wms.com)

John is currently a designer for Bally/Williams, designing the hit games *World Cup Soccer*, *Theatre of Magic*, *Tales of the Arabian Nights* and *Cirque Voltaire*, his latest game. Like Jon Norris, he has a tremendous interest in the history of the game, which gives him great insights into the game design process.

John also had a great web site, which is now emerging in a new form:

<http://home.earthlink.net/~popadiuk/>

From there you can find the "Marvel of Pinball".



Steve Young

(PBResource@idsi.net)

Steve is "The Pinball Resource". A former engineer with IBM, he decided to pack it in and get in the pinball parts business full time awhile back. Steve knows coils like Aunt Jemima knows pancakes. He has a tremendous selection of new and old parts for almost any pinball, and knows the mechanics of the older games better than almost anyone.

Steve has maintained a pinball serial number database for many years related to 50's games primarily. He shared this information in the 1995 issue of the *Pinball Price Guide*. Send your game serial numbers to Steve so we can learn more about old game production!

Steve has also entered the publishing scene, backing the stellar efforts of Dick Bueschel and publishing the *Encyclopedia of Pinball* series.

He can be reached at his business at:

**The Pinball Resource
8 Commerce St.
Poughkeepsie, NY 12603**

**Telephone #s:
914-473-7114 (voice)
914-473-7116 (fax)**

Credits

Thank You

Various people helped in the creation of this publication. The 1st edition was created initially as a WWW (web) project, but as it grew I decided it would be neat to have it in print. This led to the first cut (printing the web pages). Not satisfied with that, I converted the HTML pages into Microsoft Publisher and sold that as the 1st edition.

Never satisfied with the printed quality, and armed with a lot of good feedback from some interested parties, I decided to create the 2nd edition. The main goal was to make it look respectable in print, and to also update the stories with new information. And convert from Microsoft Publisher to Adobe Pagemaker. The next edition will be done with Quark Express (just kidding).

After the first edition was released, updates, questions and feedback began pouring in from two people primarily: Frank Laughlin and Russ Jensen. I would like to thank them both for their great help and enthusiasm (and pictures and stories ...).

I would also like to thank Gottlieb designer Wayne Neyens for sharing some neat old stories with me, Steve Young for providing the kick to get this edition started, and Dick Bueschel for some higher level inspiration.

the actual game photos. However, several other pictures from other people were utilized. Some were donated them willingly while others took some work. Thanks to the following people:

Frank Laughlin, for allowing me access to his extensive photo collection. Many of the photo images came from Frank's collection of images (too numerous to name).

Russ Jensen, for sending me some photos, and allowing me to use many others that he had given to Frank to digitize.

John Popadiuk Jr., for digging up the photos of Lyn Durant and Lincoln Pettibone.

Chuck Martin, proprietor of CSSK Amusements (<http://www.cssk.com>; chuck@cssk.com; 1-800-PINBALL; P.O. Box 3626, York, Pa., 17402), for providing me with outstanding photos of *Bomb the Axis Rats*, *Bombardier*, *Smack the Japs* and *Victory*. Chuck has these beautiful backglasses for sale if anyone is interested.

Dave Peterson, for providing photos of *Keep 'Em Flying*, *Slap the Japs*, *Shangri-La*, *Sante Fe* and *Knock Out the Japs*. Note that Dave sold off these glasses awhile back.

Greg Yurkanin, for providing the excellent photos of *Army and Navy*.

Assisting in the design and implementation of the cover page was webmaster and graphical designer **John Wong** (johnw@xenosgroup.com).

High resolution scanning assistance for the cover page photos was provided by **Mike Hanley**.

Picture Credits

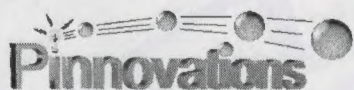
Most of the older advertisements and magazine covers came from my own personal collection, as did some of

Cover Page

The cover page consists of a collage of photos. The centerpiece, *Bomb the Axis Rats*, was provided by Chuck Martin (credited above).

About This Presentation

This presentation is a product of my company, Pinnovations. All original text and digitally enhanced images are copyright Terry Cumming and Pinnovations 1996-1998.



could change by the time you read this. You can always locate me by doing an Alta Vista search for "Terry Cumming". Other search engines can also be used.

2nd Edition, March 1998

Pinnovations creates and sells game room imagery products and books related to pinball. A previous original creation was the 1997 publication *A Catalog of Early 30's Pinball Ads*.

Pinnovations additionally designs pinball tables for the PC and console games industry, such as those created for *Extreme Pinball* and *Epic Pinball*.

Pinnovations also acts as a consultant for movies and plays where pinball items are required.

I can be reached in the following ways:

Mail

28 Hawkrigde Ave.
Markham, Ontario
Canada L3P 1V7

Email

tcumming@inforamp.net

World Wide Web

<http://www.xenosgroup.com/folks/terryc/>

URL's being the transient beasts that they are, the above web address

About This Presentation

This presentation is a special effort to bring you a unique and highly original and exciting history of the pinball game. It is a history that is both entertaining and informative. It is a history that is both a tribute to the pinball game and a tribute to the people who have made it what it is today.



Pinball Game

The pinball game is a unique and exciting form of entertainment. It is a game that is both challenging and fun. It is a game that is both a tribute to the pinball game and a tribute to the people who have made it what it is today.

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Pinball

Pinball Game

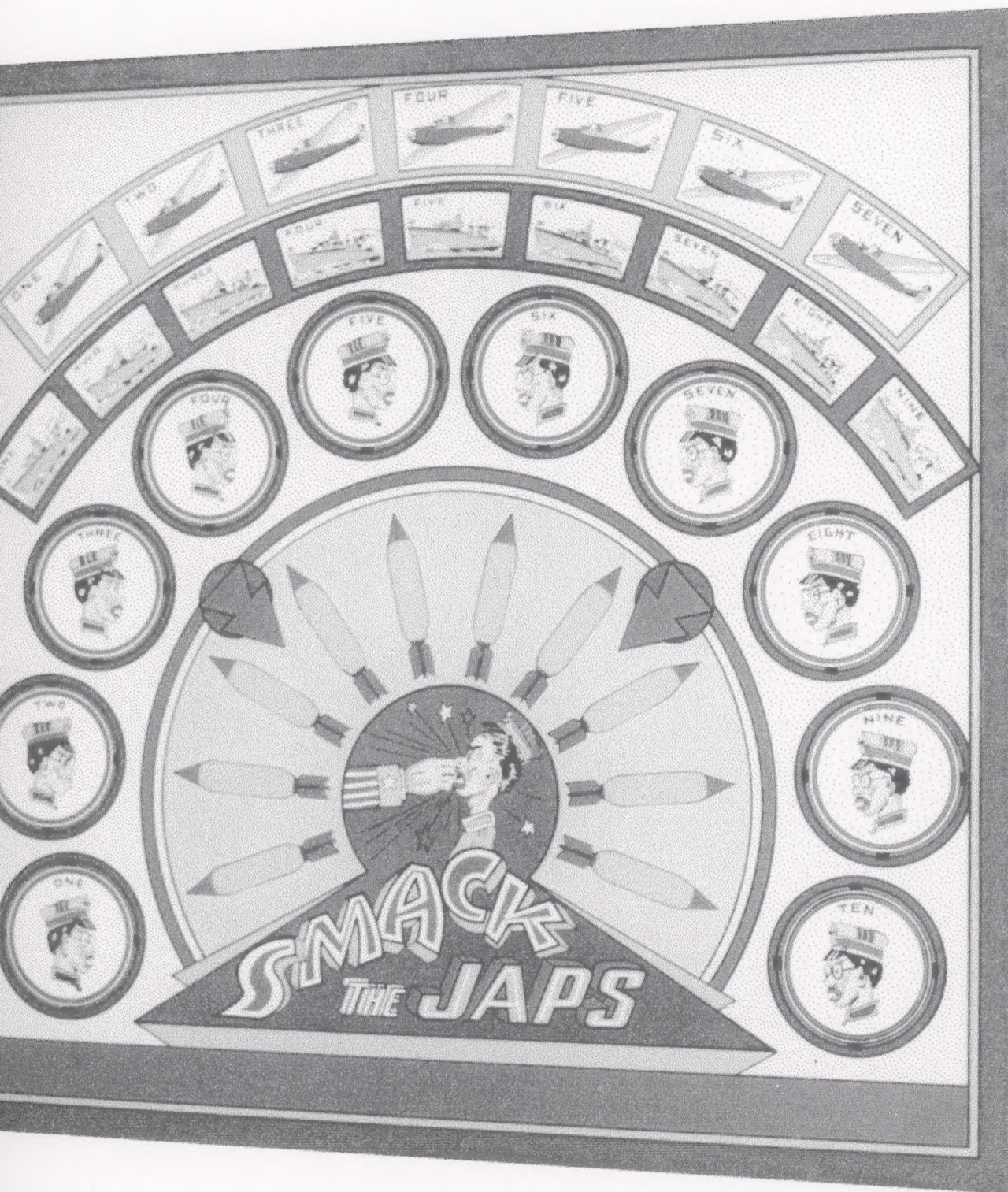
Pinball

Pinball Game

Pinball

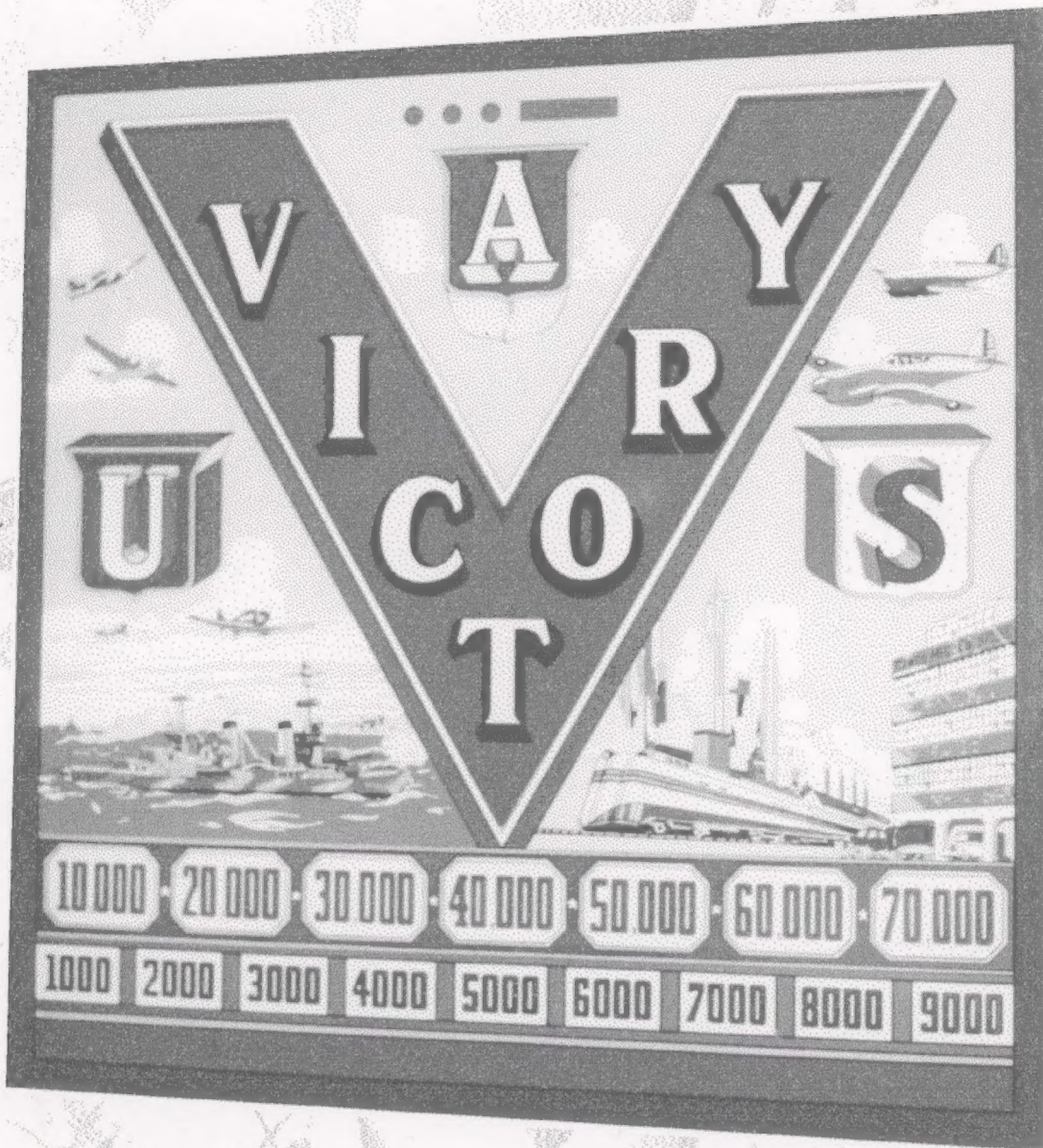
Pinball Game

Pinball Game



Toy Games' *Smack the Japs* from June 1943, converted from Genco's 1941 *Ten Spot*.

Genco's
Victory,
November
1941.



***Pinball and World War 2* explores the turbulent times of the WW2 period with respect to pinball in America. Never before or after has there been such a unique and interesting time for the game. New game production ceased, leading to the creation of the war time conversion industry.**

All aspects of the game and its participants are explored in detail. To put things in their proper perspective, the war itself and the prevailing culture of the times are also examined.

But the main stars of this presentation are the mutations spawned from existing machines - the war time conversion games. Numerous ads and photos are presented for these rare beasts. And to complete the treatise, the definitive conversion game list is provided as a valuable reference.